



THE LEVEL OF CUSTOMER SATISFACTION ON SERVICE QUALITY OF
MAZDA SERVICE CENTRE AT GLENMARIE

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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JULY 2015

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Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration (Hons) Marketing

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DECLARATION OF ORIGINAL WORK



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I, Siti Salwa Binti Halim, (920406-10-5518)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

JULY 2015

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
73500 Melaka.

Dear Mr/Mrs,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE LEVEL OF CUSTOMER SATISFACTION ON SERVICE QUALITY OF MAZDA SERVICE CENTRE AT GLENMARIE**” to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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SITI SALWA BINTI HALIM
(2013679898)

ABSTRACT

This research aims to investigate the level of customer satisfaction on service quality of Mazda Service Centre at Glenmarie by using SERVQUAL analysis. It is also aims to determine which of the five (5) dimension of SERVQUAL has the most influence on the level of customer satisfaction. The five dimensions of SERVQUAL, which are tangibles, reliability, responsiveness, assurance, and empathy, are the identified independent variables, while customer satisfaction as the identified dependent variable. Each of the dimensions of SERVQUAL was tested to determine and measure the relationship with the level of customer satisfaction. Besides that, this study also suggests the recommendation based on the most important factor that influencing customer satisfaction at Mazda Service Centre at Glenmarie. Mazda can emphasize on that factor to improve their service quality. The questionnaires are filled by the customers who already purchase Mazda cars and engaging the service at Mazda Service Centre at Glenmarie. A total of 100 respondents participated in the survey. The participating respondents represented a return rate of 100% after distribute the questionnaire directly to the respondents.

Key words: Customer satisfaction, service quality, SERVQUAL dimension