



A STUDY ON SERVICE QUALITY TOWARDS FREE
ZONE'S TENANTS AT PORT OF TANJUNG
PELEPAS

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BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

2009

LETTER OF DECLARATION



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, SUFIAH HAYATI BINTI ABD RAHIM, (I/C Number : 850624016678)

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 extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature : _____

Date : _____

LETTER OF SUBMISSION

2 November 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
75300 Melaka

Dear Sir / Ms,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "SERVICE QUALITY TOWARDS FREE ZONE'S TENANTS AT PORT OF TANJUNG PELEPAS" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

SUFIAH HAYATI BINTI ABD RAHIM
2007408962
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The purposes of this study are to find out that either the services given meet the tenants' needs and wants or not and the most important factor that the tenants put it as the first reason they having a business with Port of Tanjung Pelepas. This study, thus have the following objectives :

- 1) To determine the level service quality at Port of Tanjung Pelepas.
- 2) To identify the factors that influences the services at Port Of Tanjung Pelepas.
- 3) To determine the most influence factors of service quality at Port of Tanjung Pelepas.
- 4) To identify the alternatives strategies to improve service quality at Port of Tanjung Pelepas.

In this research, the researcher used three research designs which are exploratory research, descriptive research and causal research. Data obtained using primary data and secondary data. The researcher target populations in this study are the tenants that are using the Pelepas Free Zone service. There are 30 tenants located within the PTP's distriparks. The researcher use census because the respondent is small size and will be interviewed where the respondents answer the questionnaire and interact face-to-face with the interviewer. The data obtained was processed and analyzed using the Statistical Package for Social Science (SPSS) Program version 16.0 as to get the most accurate answer.

The results of this study indicated that the tangibles factors of Service Quality explained the most important factor to the tenants at Pelepas Free Zone among five dimensions of Service Quality. The correlation is significant at the 0.01 level (2-tailed).