



**“THE LEVEL OF CUSTOMER SATISFACTION TOWARDS SERVICESCAPE IN CITY
CAMPUS LIBRARIES PROVIDED BY HIGHER EDUCATION IN MELAKA, MELAKA
BANDARAYA BERSEJARAH”**

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LETTER OF SUBMISSION

10 Jan 2014

The Head of Program
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Dear Madam,

SUBMISSION OF THE FINAL THESIS REPORT

With reference to the above matter, attached here is the project paper titled “The Level Of Customer Satisfaction Towards Servicescape In City Campus Libraries Provided By Higher Education Institution In Melaka, Melaka Bandaraya Bersejarah”.

2. This research paper is a partial requirement for the fulfilment of BBA (Hons) of Business Admin in Marketing.

Thank you.

Regards,

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UiTM Melaka.

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ABSTRACT

Library is the main reference point for all students where information can be obtained. It place to keep wide collection of sources of information. Based on the current study, the study looks for customer's satisfaction with servicescape in libraries provided by university city campus libraries in Malacca. Data was collected through survey questionnaire. The selection of respondent obtained through data collected from questionnaire study. A convenience sampling was employed to select the respondent. This study involves descriptive research in order to describe the characteristics of variable chosen. Non-probability sampling has been chosen by the researcher to conduct this study. Statistical technique that used to analyze the data are reliability test, frequency distribution and Pearson correlation coefficient. Research conducted at UiTM and UTeM with 150 respondents. 100 respondents from UiTM library city campus and 50 respondents from UTeM library city campus. Based on the first objective to study the level of customer satisfaction towards servicescape university city campus in Melaka. Second objective is to determine the perception of servicescape toward customer satisfaction in university city campus in Melaka. The third objective was relationship between dependent and independent variables by using the correlation analysis. The fourth objective was using the coefficient analysis on the significant variable affected servicescape the most.