



**A STUDY ON SERVICE QUALITY TOWARDS  
CUSTOMER SATISFACTION: EASTERN COLLEGE  
OF KOTA KINABALU SABAH REGION**

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**JANUARY 2014**

## LETTER OF SUBMISSION

December 30<sup>th</sup>, 2013

**The Head of Program  
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Dear Sir / Madam,

### **SUBMISSION OF PROJECT PAPER (MKT 662)**

Attached is the project paper title "A STUDY ON SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION: EASTERN COLLEGE OF KOTA KINABALU SABAH REGION" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,



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## ACKNOWLEDGEMENT

First of all, I want to thank to ALLAH S.W.T for giving me health, strength, and patience that led to completing of this research. In addition, special thanks to University Technology of MARA Sabah for giving me the opportunity to complete this program and greatest appreciation goes to Eastern College for giving me opportunity being a marketing trainee.

I would like to express my sincere gratitude to all of them. First of all, I am extremely grateful to my research guide, *Associate Professor. Matyasin Jamil*, for his valuable guidance, and consistent encouragement I received throughout the research work. This feat was possible only because of the unconditional support provided by Prof. A person with an amicable and positive disposition, Prof has always made himself available to clarify my doubts despite his busy schedules and I consider it as a great opportunity to do this study under his guidance and to learn from his research expertise. Thank you Prof, for all your help and support.

Finally, for those people who being touched my heart with their unceasing moral support and advice. I want express my gratitude to my beloved family, for their unconditional love and continuous support throughout the process of completing this research. My greatest appreciation and friendship goes to my closest friend and every respondent of this study, for their cooperation and inputs enabled me to complete this work.

Above all, I owe it all to Almighty God for granting me the wisdom, health and strength to undertake this research task and enabling me to its completion.

# TABLE OF CONTENT

	Page
Title Page	i
Declaration of original work	ii
Letter of submission	iii
Acknowledgement	iv
Table of Content	v
List of table	ix
List of figures	xii
Abstract	xiii

## CHAPTER ONE: INTRODUCTION

1.1	Introduction	1
1.2	Company background	3
1.3	Background of study	5
1.4	Problem Statement	7
1.5	Research Objective	9
1.6	Research Question	10
1.7	Significance of the Study	11
1.8	Limitation of Study	12
1.9	Definition of Terms	13

## CHAPTER TWO: LITERATURE REVIEW

2.1	Introduction	16
2.2	The nature of service	18
2.3	The Construct of service quality	25
2.4	Measuring service quality	33
2.5	Dimensions of service quality	43
2.6	Theoretical Framework	53

## ABSTRACT

*This study, researcher is aim to investigating the level of service quality of Eastern College of Kota Kinabalu Sabah Region towards customer satisfaction. Investigate the attribute of service quality and dimension that will contribute to reach the customer satisfaction. A conceptual model including four dimensions which are entitled teaching, academic staff, course structure and academic facilities, reputation and environment was represented for measuring service quality. The research finding suggest that in all four dimensions, there are academic staffs and teaching dimension has good level of service quality. The study shows how service quality of Eastern College of Kota Kinabalu satisfy students and recommend best strategic for Eastern College, in order to improve their service quality due to customer satisfaction.*