



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

FIRDAUSIAH BINTI ABDUL MOMEN

2010768979

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA KOTA KINABALU**

HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

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LETTER OF SUBMISSION

December 30th, 2013

**The Head of Program
Bachelor of Business Administration
With Honours (Marketing)
Faculty of Business Management
Universiti Teknologi MARA
Kota Kinabalu, Sabah.**

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,



FIRDAUSIAH BINTI ABDUL MOMEN

2010768979

Bachelor of Business Administration
With Honours (Marketing)

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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.