

**THE EFFECT OF SERVICE QUALITY AND CORPORATE IMAGE ON STAFFS'
LOYALTY IN UiTM KELANTAN BRANCH**

BY

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REPORT

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LETTER OF TRANSMITTAL

Faculty of Computer and Mathematical Sciences

University Technology MARA

Kelantan Branch

Dear Sir,

SUBMISSION OF QMT 599 CASE STUDY REPORT

Attached is the titled **“The Effect of Service Quality and Corporate Image on Staffs’ Loyalty in UiTM Kelantan Branch”**. This research has been conducted as a way to ascertain the role of service quality, corporate image and staff satisfaction in influencing the staff loyalty towards UiTM Kelantan Branch. I hope this report will fulfill the requirements needed by the faculty of Computer and Mathematical Sciences, University Technology MARA and meet the objectives of the research besides giving valuable benefits to parties in the university especially the Academic Affair Division (HEA). We are grateful for all your guidance, kindness and support during the completion of this written report.

Thank You.

Yours sincerely,

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ABSTRACT

This study investigated the staff loyalty among academic and non-academic staffs of University Technology MARA (UiTM) Kelantan Branch. Using quota sampling procedures, the 50 questionnaires were distributed to academic staff and then 50 questionnaires to non-academic staff in UiTM Kelantan Branch. All the questionnaires were returned back to us. Four variables, Corporate Image, Service Quality, Staff Satisfaction and Staff Loyalty were adopted for the study. The data was analyzed using SPSS 17.0 for descriptive analysis while Amos 17.0 was used for Structural Equation Modeling (SEM). The result showed that staff satisfaction has significant impact on staff loyalty. This is consistent with the findings of (Dick and Basu,1994).

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“By the name of ALLAH the Most Gracious, the Most Merciful”

Praised to Him, the Lord of the universe for his wisdom, strength and blessings to accomplish my practical training and also meaningful project paper entitled **“The Effect of Service Quality and Corporate Image on Staffs’ Loyalty in UiTM Kelantan Branch”**. First of all, I would like to thank my academic advisor Madam YM Tengku Muhaini Binti Tuan Mat, who always supported me and never give up in teaching me on how to conduct this research and as well as writing a report for this subject. I also would like to express my appreciation to my practical supervisor at Academic Affair Division, Encik Hishamudin Bin Mohamad Twontawi. They has made a significant contribution and provided me with their analytical skills, advice, idea’s and guidance in completing a good report and also helping me to conduct this research. Besides that, a thousand thanks to the staffs for giving me a lot of information, valuable comments, and assistance in completing this report. Last but not least, special thanks to my beloved parents for their financial support and encouragement, my fellow friends for sharing ideas, thoughts and information deal with this purpose. Finally, I would like to thank everyone who has directly or indirectly contributed to the completion of this report. Without their cooperation and support, I would not be able to carry out this project report nicely. Once again, thank you.