



**CUSTOMER SATISFACTION ON SERVICES AND
FACILITIES RENDERED BY JOHOR PORT
BERHAD**

**ZURAIMI BIN ABDUL AZIZ
98518548**

**THIS THESIS IS SUBMITTED TO THE FACULTY
OF BUSINESS MANAGEMENT, UNIVERSITI
TEKNOLOGI MARA IN PARTIAL FULFILMENT
OF THE REQUIREMENTS FOR THE DEGREE
OF BACHELOR OF BUSINESS
ADMINISTRATION (HÓNORS) IN MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SEGAMAT**

MARCH 2002

LETTER OF TRANSMITTAL

Zuraimi Bin Abdul Aziz
E 31, Jalan 8/9,
Quarters TNB,
81700 Pasir Gudang,
Johor

11 March 2002

Prof. Madya Kamel Taufiq Bin Abd. Ghani
Project Advisor
Faculty of Business Management
Universiti Teknologi MARA
85009 Segamat,
Johor Darul Takzim

Dear Sir,

RE: SUBMISSION OF FINAL REPORT

The above matter refers.

Attached herewith, please find the final project entitled "**Customer Satisfaction on Services and Facilities Rendered By Johor Port Berhad**" for your kind perusal. I hope that the report will fulfill the requirements as needed by the Faculty of Business Management.

Your kindness to accept the report is very much appreciated.

Thank you

Yours sincerely

Zuraimi Bin Abdul Aziz
UiTM No. 98518548

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SEGAMAT**

BACHELOR OF BUSINESS ADMINISTRATION (HONORS) MARKETING

DECLARATION OF ORIGINAL WORK

I, ZURAIMI BIN ABDUL AZIZ I/C NO.

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 degree
- This project is the result of my independent work investigation, except where otherwise stated
- All verboten extracts have been distinguished by quotation marks and source of information has been specifically acknowledged.

Signature:

Date: 11/03/02

ACKNOWLEDGEMENT

Praise to Allah S.W.T. who has given me the strength, courage and good health to complete this research. I am indebted to many individuals, friends, colleagues and lecturers in the course of my study and writing of this research.

I would like to take this opportunity to thank my project advisor, Prof. Madya Kamel Taufiq B. Abd. Ghani for his intellectual support and dedication in supervising this research and also for editing my work.

I also hereby express my gratitude to all parties involves in assisting and guiding me to complete this research. Thank you for giving full cooperation, information and supports. Especially for Finance and Corporate Communication Department of Johor Port Berhad which has given me permission in selecting their company as my topic for this research and contributed the good ideas.

To my wife, Nik Syuhailah Binti Nik Hussin, thank you very much for being very loving, patient and understanding for making this research complete accordingly. This research is specially tribute for you.

Last, but not least to my family, thank you very much for being very understanding and supportive.

Once again, thank you to all of you.

ZURAIMI BIN ABDUL AZIZ

UiTM Segamat, Johor

March, 2002

TABLE OF CONTENTS

Acknowledgement	iv
Table of Contents	v
List of Tables	viii
List of Figure	xii
List of Abbreviations	xiii
Abstract	xiv

CHAPTER 1 - INTRODUCTION

1.1	Background and Scope of The Study	1
1.2	Problem Statement	4
1.3	A Brief Introduction of Johor Port Berhad	7
1.4	Objective of The Study	20
1.5	Significance of Study	21
1.6	Definition of Term	22
1.7	Hypothesis	25
1.8	Limitation of The Study	26

CHAPTER 2 - LITERATURE REVIEW

2.1	The Understanding of Customer Satisfaction	27
2.2	Service Industry	34
2.3	Service Quality	40
2.4	Service Failure	43
2.5	The Understanding of Port Development	46