



**CUSTOMER'S SATISFACTION TOWARDS SERVICES OFFERED BY BINTULU
PORT**

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ABSTRACT

The purpose of this study is to identify customer's satisfaction towards service offered by Bintulu Port. The significance of this research is to give an opportunity to outpatient's customers to express their satisfaction towards the services that they received from Bintulu Port. The factors that affecting the customer's satisfaction were discussed in this research, which are reliability, tangibility and also responsiveness. Those factors has been set as the independent variables, while customer's satisfaction is dependent variables. The objective of this research is to identify the significance relationship between reliability and customer's satisfaction, to identify the relationship between tangibility and customer's satisfaction, and to identify the relationship between responsiveness and customer's satisfaction. The survey involves 100 respondent which are the customers of Bintulu Port. Data were obtained using primary and secondary data. The data was analyzed using SPSS software to obtain Frequencies, Reliability and Correlation Analysis. The result are all independent variables have a significance relationship with customer's satisfaction. Based on the study, Responsiveness has been proven as the most important decision in customer's satisfaction.

APPENDIX D

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ORIGINAL LITERATURE WORK DECLARATION

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Title of Research Project : ("this work"): Customer's Acceptance of Islamic Pawn Broking in Sarawak)

Field of Study : Marketing

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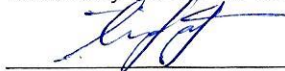
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CHAPTER 1

INTRODUCTION

Both public and private organization exist to serve their customers. The main objective of serving the customers is to ensure that they are satisfied with every single type of services that the organization can offer to them. Organizations, especially in the private sector agree that customer's satisfaction is one of the vital factors that can contribute to the establishment and giving excellent reputation and credibility among the customer. However, different customers might have different expectation and they might view the services offered in different ways. This chapter will explain on the background and scope of the study, problem statement, objectives of the study and research question which are classified as the core of the study. Other than that, the significance of the study, limitations and definition of terms are also been explained in this chapter.

1.0.1 Bintulu Port Holdings Bhd. (BPHB)

BPHB start to incorporate in December 23rd 1992. They sub-leased a landed property and purchased moveable assets from Bintulu Port authority. The organization is fully owned by Bintulu Port Holdings Berhad (BPHB). Their core businesses is providing port services, develop and operate port infrastructure and facilities. Bintulu Port is managed and operated by Bintulu Port Sdn. Bhd. (BPSB), a company set up in 1993 to take over all the port facilities and services in the port under the government policy on privatization. The organizational structure consists of a Chairman, Board of Directors, a Managing Director as the Chief Executive Officer and Senior Manager heading the various divisions. In 2001, the holding company – Bintulu Port Holdings Berhad was listed on KLSE main board.