



**SERVICE QUALITY, CUSTOMER SATISFACTION AND CUSTOMER  
LOYALTY: A CASE STUDY ON DIGI SERVICE CENTRE JALAN KULAS,  
KUCHING, SARAWAK**

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**SUBMITTED FOR THE FULFILLMENT OF THE REQUIREMENT FOR  
THE DEGREE BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS  
(MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KOTA SAMARAHAN SARAWAK**

**JUNE 2016**

## LETTER OF SUBMISSION

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JUNE 2016

Dear Madam,

### **RE: SUBMISSION OF RESEARCH REPORT**

Attached is the project title “*SERVICE QUALITY, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: A CASE STUDY ON DIGI SERVICE CENTRE JALAN KULAS, KUCHING, SARAWAK*” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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Bachelor of Business Administration (Hons.) Marketing

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**ABSTRACT**

This research attempts an investigation to measure the relationship among service quality dimension, customers' satisfaction and loyalty in Digi Service Centre Jalan Kulas, Kuching. It is very important to look into service quality because service quality determines and help the centre to find out what affect the customer satisfaction and loyalty and at the same time the service centre can retain and increase the number of their customers. A survey has been carried out by approaching customers that has visited the Digi Service Centre in Jalan Kulas, Kuching. The independent variables for this research are reliability, responsiveness and assurance. There are two dependent variables for this study which are customer's satisfaction and customer's loyalty. The results of this study will provide some thoughts for the service centre for their better understanding and service quality dimension on Digi Service Centre Jalan Kulas, Kuching.

***Keyword: reliability, responsiveness, assurance, customer satisfaction and customer loyalty***

# **CHAPTER 1**

## **INTRODUCTION**

### **1.0.INTRODUCTION**

Chapter 1 will clarify on the background of the study, problem statement of the study, the objectives of the study, and limitation of the study.

#### **1.1.Background of The Study**

In today's inexorably aggressive business sector, the primary concern of a company's advertising systems and strategies is to make benefits and add to the development of the organization. Therefore, telecommunications companies are the movers of the telecommunications industry in Malaysia. Digi Telecommunications Sdn. Bhd., is a mobile service provider in Malaysia. Digi became the first telco in Malaysia to launch and operate a fully digital cellular network on the 24<sup>th</sup> May 1995 (corporate overview)

Besides that, Digi was also the first to offer GPRS (2.5G) and later EDGE (2.75G) in Malaysia on the 14<sup>th</sup> of May 2004. Digi primarily uses the 1800 MHz band for GSM with the network code of 502-16. Digi is one of the organizations recorded on the Bursa Malaysia under the Infrastructure classification act. It utilizes the local dialing prefix identifier of "010", "016", "0143", "0146" and "0149". The execution of versatile number compactness ordered by the Malaysian government this doesn't make a difference to endorsers who changed from their old portable administration supplier over to Digi does not influence the organization.