



# UNIVERSITI TEKNOLOGI MARA

**THE FACTOR THAT IMPACT OF SERVQUAL ON  
CUSTOMER SATISFACTION TOWARD TENANTS AT PNB  
COMMERCIAL'S SHOPPING MALL**

**NOOR SYAFIQAH BINTI SAMSUDIN  
2015165089**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)  
MARKETING**

**FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA SEGAMAT  
JOHOR**

**JULY 2018**

✓  
Q.N

## **CHAPTER 1**

<b>1.0 INTRODUCTION</b>	<b>1</b>
1.1 Background of study	1
1.2 Problem Statement	1
1.3 Research Questions	2
1.4 Research Objectives	2
1.5 Limitation of Study	2
1.6 Significance of Study	2
1.7 Research Framework	2

## **CHAPTER 2**

### **2.0 LITERATURE REVIEW**

2.1 Introduction	3
2.2 Definition of Customer satisfaction	3
2.3.1 Service quality	3
2.3.2 Trust	4-5

## **CHAPTER 3**

### **3.0 RESEARCH METHODOLOGY**

3.1 Introductions	6
3.2 Research Design	6
3.3 Data Collection Method	6
3.3.1 Primary data	6
3.3.2 Secondary Data	7
3.4 Population	7

## **CHAPTER 1**

### **1.0 Introduction**

The purpose of this research is to study the factors that determine customer satisfaction towards service quality that PNB Commercial provides. There are some reason why the researcher choose this study to point out the issues and information that marketers need to be aware. By doing this research the researcher will found out the relevant factor such as assurance, responsiveness, tangible, reliability and empathy of service quality on customer satisfaction towards tenant that under PNB Commercial Sdn Bhd Johor Bahru which is Plaza Pelangi, Perling Mall and Leisure Mall. Based on this chapter, the researcher will discuss not only the background of study but also discuss on problem statement, research objectives, research questions, hypothesis, significance of study, scope of study, limitation of study and research framework.

### **1.1 Background of study**

In business, either global or domestic the organizations should serve the high quality of their services. There are huge number of industry such as transportations, business service, manufacturing, agriculture, educations and many more. Thus, customer satisfaction is the most significant impact due to do a business. This is why the marketers need to adapt and learn on how and what are the factors of service quality that they need to implement in their businesses. By doing this study, it will help marketers identify and improve their quality of service towards their customers and business. However, service quality not only for end users but also manufacturers, wholesalers, suppliers, retailers and others.

### **1.2 Problem Statement**

Due to get high profit in business, marketers really need a lot of knowledge on businesses. As we can see nowadays, there are many people do business. Thus, the marketers need to display their product or services by providing a shop. But, in term of payment rental, contract, rules and regulation, marketing, and customer relationship may affect their business.

### 1.3 Research Objectives

RO 1: To determine the factors of service quality on customer satisfaction among tenant.

RO 2: To identify the impact of customer satisfaction towards company.

RO 3: To study the relationship between service quality and customer satisfaction.

### 1.4 Research Questions

RQ 1: what is the factor of service quality on customer satisfaction among tenant

RQ 2: What is the impact of customer satisfaction towards company.

RQ 3: what is the relationship between service quality and customer satisfaction.

### 1.5 Limitation of Study

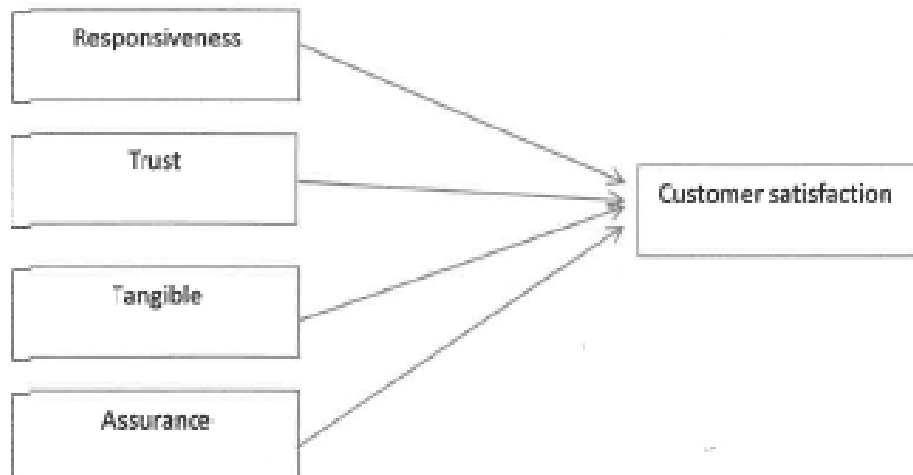
1.5.1 Time constraint

1.5.2 Lack of company cooperation

### 1.6 Scope of Study

The scope of study is focused on three shopping mall that conducting by PNB Commercial Sdn Bhd management which are Plaza Pelangi, Perling Mall and Leisure Mall. There is more than hundreds of tenant who are rent the shop with PNB commercial. However, only 100 tenants will contribute with this research. Thus, 100 of tenant will divided into three malls. The durations of this research will conduct July 2018 until December 2018.

### 1.7 Research Framework



## CHAPTER 2

### 2.0 LITERATURE REVIEW

#### 2.1 Definition of Customer satisfaction

Customer satisfaction, which has been considered by many firms to be a powerful intangible asset for competitive advantage in the global arena (Ueltschy et al., 2009), is the response of the customer who evaluates his/her prior expectations and actual performance of the product/service (Ueltschy et al., 2009). Here, expectations correspond to predictions about what will happen in the future (Ueltschy et al., 2004, 2009). Satisfied customers may be a great source to increase profitability. That is because satisfied customers are likely to commit to the service organization and have better social interaction with service providers, while dissatisfied customers complain more and repurchase less (Lee et al., 2011). However, satisfied customers will only seek out the service provider in the future and will also be willing to pay a premium price for that service (Ueltschy et al., 2007). Customer satisfaction is considered to be one of the main factors that influences repurchase intention (Ueltschy et al., 2007). One of the other contributions of satisfied customers to the firm is WOM. In marketing literature, researchers have reported that WOM plays an important role in the product choice process and in the selection of service providers (Gilly et al., 1998). WOM is a very important advertising tool for firms. According to early studies, it is nine times as effective as traditional advertising (Mazzarol et al., 2007, p. 1476). WOM may be defined as an informal communication source among senders and receivers in regards to the service or product (Murray, 1991). Sweeney et al. (2008) suggests that the potential for WOM to impact perceptions or actions depends on the nature of the sender-receiver relationship, the richness and strength of the message and its delivery. It is an emotionally expressed behavior that will influence others' purchasing intentions by informing them of a superior experience (Kassim and Abdullah, 2010). In the context of the service quality field, it can be stated that the consumer with high service quality perception will intend to recommend the service provider, and in this manner way.

#### 2.1.1 Service quality

Service quality highlights the important dimensions of quality. Parasuraman, Berry and Zeithaml (1988) define service quality as the gap between expectations and perception of service quality (SERVQUAL), and indicated five service quality dimensions. However, such definitions of service quality primarily focus on service delivery process only. In service, customers buy results as well as delivery process.