



# UNIVERSITI TEKNOLOGI MARA

**THE EFFECTIVENESS OF SERVICE QUALITY TOWARDS CUSTOMER COMPLAINT:  
A CASE OF SAJ RANHILL SDN BHD**

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**DECLARATION OF ORIGINAL WORK**

**BACHELOR OF BUSINESS ADMINISTRATION  
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"DECLARATION OF ORIGINAL WORK"**

I, Shah Iskandar Bin Mohd Suharto, (I/C Number: 930304015991)

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 other degrees.
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 28 / 06 / 2018

**LETTER OF TRANSMITTAL**

28<sup>th</sup> June 2018

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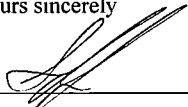
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The Effectiveness Of Service Quality Towards Customer Complaint" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Shah Iskandar Bin Mohd Suharto

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**CHAPTER 1**  
**INTRODUCTION**

**1.1 Introduction**

In this chapter, the researcher will discuss about the background of study, problem statement, and research objective, research question, scope of study, significant of study, limitation of study, and definition of terms and the summary about this research. This research is more focusing on customer complaint and complaint management at SAJ Ranhill Sdn Bhd. In the background of the study, this research will elaborate about the complaint, service quality, complaint management, customer service and public service. The research question will discuss about the type of medium and type of complaint at SAJ Ranhill Sdn Bhd, in this chapter as well, this research will go through about the information of the importance of this study towards all parties. It will be covered in the significance of study. There are several limitations throughout this research, which are on the period of data gathered, difficulty in obtaining information and also the accuracy of data. Lastly, summary will summarize all the relevant information that included in chapter one.