



**THE RELATIONSHIP BETWEEN SERVICE QUALITY
(SERVQUAL) AND CUSTOMER SATISFACTION TOWARDS
UNSOUGHT PRODUCT: A CASE STUDY OF ICON FUTURE
HOME**

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DECLARATION OF ORIGINAL WORK



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

I, Nur Nadia Nazeera binti Ahmad Subki, (I/C Number: 950402025032)

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: 26 DECEMBER 2018

LETTER OF TRANSMITTAL

26 December 2018

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The relationship between services quality (SERVQUAL) and customer satisfaction towards unsought product: A case study of Icon-Future Home" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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ABSTRACT

The purpose of this study is to examine the relationship between of services quality and customer satisfaction offered in Icon-Future Home. Service quality is one of image that company need to take an extra attention. Icon-Future Home is a company that only operate within 1 year. Problem with customer services will give negative vibes with customer satisfaction and vice verse especially in the future. Therefore, this study has focused on relationship between SERVQUAL and customer satisfaction in Icon-Future Home so that customer satisfaction with product and services from company. This survey questionnaire was constructed with 25 items services quality items covering 5 services quality dimensions based on SERVQUAL model which is tangible, responsive, reliability, assurances and empathy while customer satisfaction as dependent variable. Data were collected from 50 respondents which is existing customer for Icon-Future Home. In order to meet the objective the Pearson correlations has been carried out. The finding shows that reliability, assurances, responsiveness, tangible and empathy have significant positive relationship with customer satisfaction that was run by SPSS version 20. All variables are significant. Pearson correlation shows assurances is 0.779 which is ranked as High correlation based on Guilford's Law and it shows the most positive significant relationship between service quality and customer satisfaction. This study also has considered employees really care, polite and has knowledge on what their field's expert. Therefore, employees can attract customers to maintain and always trust using product and services from the company. SERVQUAL shows the evidences from result of research towards company Icon-Future Home.