

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**



**SERVICE QUALITY MODEL IN DETERMINING THE
FACTORS AFFECTING USER SATISFACTION TOWARDS
GRAB SERVICE IN SUNGAI PETANI**

MUHAMMAD FARIS ANUAR BIN ABDUL HALIM

2017290422

NURUL AMIRAH AMALIA BINTI MD ZULPAKAR

2017290136

JULY 2019

**CLEARANCE FOR SUBMISSION OF THE RESEARCH BY THE
SUPERVISOR**

Name of Supervisor : Madam Siti Norfazlina Binti Yusoff

Title of Research Report : Service Quality Model in Determining the Factors
Affecting User Satisfaction towards Grabcar Service in
Sungai Pctani

Name of Students : Muhammad Faris Anuar Bin Abdul Halim
(2017290422)
Nurul Amirah Amalia Binti Md Zulpakar
(2017290136)

I have reviewed the final and complete practical training report and approve the submission of this report for evaluation.

(Signature)

THE ABSTRACT

ABSTRACT

The main objective of this research project is to find out the factors affecting user satisfaction towards Grabcar service. The five core service quality dimension: assurance, empathy, reliability, responsiveness, and tangible will be discussed further in the research studies. Past researcher's work will helpful in develop the hypothesis in this research project. The research is done through distributing questionnaire to respondents while the target population is bachelor degree students in Universiti Teknologi Mara. During the process of analysing data, the Statistical Package for Social Science (SPSS) version 25 was used. Respondent's feedback was analysed and presented through the test of Pearson's Correlation Analysis and Multiple Regression Analysis. The research finding tells us that all of these relationships were found to be significant. Based on the findings, it also found most of the users are agree that they are satisfied with the Grabcar service in Sungai Petani and the most dominant factor affecting user satisfaction towards Grabcar service in Sungai Petani is empathy. As the finalist of this research study, discussion on major findings, limitation as well as recommendation for future research will be discuss in more detailed.

Table of contents

Chapter One: Introduction

1.1	Introduction.....	1
1.2	Research background.....	1
1.3	Problem statement.....	5
1.4	Research questions.....	7
1.5	Research objectives.....	7
1.6	Scope of the study.....	8
	1.6.1 Level.....	8
	1.6.2 Territory.....	8
	1.6.3 Time.....	8
1.7	Significance of the study.....	9
	1.7.1 To contribute to the body of knowledge.....	9
	1.7.2 To assist to researcher.....	9
	1.7.3 To assist undergraduate student research.....	9
1.8	Definition of terms/concepts.....	10
	1.8.1 User Satisfaction.....	10
	1.8.2 Tangibility.....	11
	1.8.3 Reliability.....	11
	1.8.4 Responsiveness.....	12
	1.8.5 Assurance.....	12
	1.8.6 Empathy.....	13
1.9	Conclusion.....	13

Chapter Two: Literature Review & Conceptual Framework

2.1	Introduction.....	14
2.2	User Satisfaction.....	14
2.3	Service Quality Model (SERVQUAL).....	16
	2.3.1 Tangibility.....	16
	2.3.2 Reliability.....	16
	2.3.3 Responsiveness.....	19

2.3.4 Assurance.....	20
2.3.5 Empathy.....	22
2.4 Conceptual framework.....	23
2.5 Conceptual framework definition.....	24
2.5.1 User Satisfaction towards Grab Service.....	24
2.5.2 Tangibility.....	25
2.5.3 Reliability.....	26
2.5.4 Responsiveness.....	27
2.5.5 Assurance.....	27
2.5.6 Empathy.....	28
2.6 Hypothesis.....	29
2.6.1 The Relationship between Tangibility and User Satisfaction.....	29
2.6.2 The Relationship between Reliability and User Satisfaction.....	30
2.6.3 The Relationship between responsiveness and User Satisfaction.....	30
2.6.4 The Relationship between Assurance and User Satisfaction.....	31
2.6.5 The Relationship between Empathy and User Satisfaction.....	32
2.7 Conclusion.....	32

Chapter Three: Research Methodology

3.1 Introduction.....	33
3.2 Research design.....	33
3.3 Unit of analysis.....	33
3.4 Population.....	34
3.5 Sample size.....	34
3.6 Sampling technique.....	35
3.7 Measurement.....	35
3.8 Instrumentation.....	35
3.8.1 Section A: Demographic Profile.....	36
3.8.2 Section B: User Satisfaction.....	36
3.8.3 Section C: Tangibility.....	36
3.8.4 Section D: Reliability.....	37