



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
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**THE EFFECTIVENESS OF SERVICE QUALITY IN BETA
DIMENSION SDN BHD CONSULTING SERVICE**

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JUNE 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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I, Nur Ain binti Mohd Nazar, (I/C Number: 960808-05-5038)

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: _____

A handwritten signature in black ink, appearing to be 'Nur Ain', written over a horizontal line.

Date: _____

28 | 6 | 18

LETTER OF TRANSMITTAL

28 June 2018

Mardziyana Mohamad Malom
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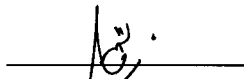
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The Effectiveness of Service Quality in Beta Dimension Sdn Bhd Consulting Service" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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ABSTRACT

Service quality (SERVQUAL) is now recognized as an integral component of a firm's customer satisfaction program. Therefore, it is important to understand how consumers perceive the quality of services rendered, as well as how these perceptions are translated into customer satisfaction and behavioural intentions. The researcher decided to conduct the study at Beta Dimension Sdn Bhd company. This research is to obtain an understanding on how the consulting company must maintain their services because the service quality also can give an impact to the client satisfaction. The consulting company must meet their client's expectations towards the services because it also could influence the effectiveness of service quality in consulting company. This research also want to find why the consulting company would need to know the important of fulfil their client's expectations. Besides, the management also need to think the way on how to make their clients to trust and confidence with their ability on how to resolve the client's problems. The researchers have distributed the questionnaires to the client of Beta Dimension Sdn Bhd company. The data will be evaluated using the SPSS (Statistic Package for Social Science) and the effectiveness of service quality in Beta Dimension Sdn Bhd consulting service. The analysis of data will be analyse by using the Descriptive Analysis, Pearson Correlation Analysis and Linear Regression Analysis. Based on this study, the researcher would be identify what are the independent variable that have significant relationship with the Service Quality dimensions and variable that are not significant relationship with the Service Quality dimensions.

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