



**EFFECTS OF THE PERSONALITY TRAITS ON THE EXPERIENCED SERVICE  
QUALITY IN TRAINING CAMP**

**NOR ATIRAH BINTI RAZAK  
2015640048**

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**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
JOHOR**

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## DECLARATION OF ORIGINAL WORK




BACHELOR OF BUSINESS ADMINISTRATION  
WITH (HONOURS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA

### "DECLARATION OF ORIGINAL WORK"

I, Nor Atirah Binti Razak, (I/C Number: 961203-025682)

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: 28/6/2018

## LETTER OF TRANSMITTAL

28 June 2018

Mardziyana Mohamad Malom,  
Ketua Pusat Pengajian (Ijazah),  
Fakulti Pengurusan Perniagaan.  
Universiti Teknologi MARA,  
85009 Segamat,  
JOHOR DARUL TAKZIM.

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the research report title "Effects of The Personality Traits On Experienced Service Quality in The Training Camp" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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Nor Atirah Binti Razak

2015640048

Bachelor of Business Administration (Hons) Marketing

## ABSTRACT

This study will be conducted in training camp because this study investigates the effect of personality traits on the experienced service quality of the customers in the training camp sector. This will be important information for the training camp management. It can help the training camp management develop a specific program for customers with specific preferences. Training camp can differentiate themselves from the competitors and gain a competitive advantage. On basis of this study can be concluded that there is significant positive effect of extraversion on the personality traits. Then, there is significant negative effect of neuroticism on the experienced service quality. Lastly, the study shows that extraversion is the strongest factor of personality traits on the experienced service quality.

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