

**UNIVERSITI TEKNOLOGI MARA**

**LEVEL OF CUSTOMER  
SATISFACTION TOWARDS  
SERVICE QUALITY IN THE  
MANAGEMENT OF AL-BAGHDADI  
LEARNING CENTRE SUNGAI BESI,  
SELANGOR**

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Academic Writing in partial fulfillment of the  
requirement for the degree of  
**Bachelor of Muamalat**

**Academy of Contemporary Islamic Studies**

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## **AUTHOR'S DECLARATION**

I declare that the work in this academic dissertation was carried out in following the regulation of Universiti Teknologi MARA. It is original and is the results of my work, unless otherwise indicated or acknowledged as referenced work. This academic writing has not been submitted to any other educational institution or non-academic institution for any degree or qualification.

I, at this moment, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

The primary objective of this study is to identify the level of customer satisfaction towards the service quality in the management of Al-Baghdadi Learning Centre Sungai Besi, Selangor. The study wanted to determine the most critical elements in the control, which may be used to review the characteristics or features of the administration and services provided as experienced by customers. The study mentioned above no research has yet investigated. A review of the literature was conducted to find out the relationship between service quality and customer satisfaction. The literature review confirms this relationship. A survey was conducted to collect data. The sample size of 100 Al-Baghdadi Learning Centre Sungai Besi customers was described. The result shows that all the service quality elements are positively related to customer satisfaction in the management of Al-Baghdadi Learning Centre Sungai Besi, Selangor. This study suggests that service quality model also known as SERVQUAL is a suitable instrument for measuring the elements of service quality. Therefore, the managers can use this instrument to improve the management service quality at Al-Baghdadi Learning Centre Sungai Besi.

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