

**Service quality and the mediating role of customer  
satisfaction on service loyalty at KENINGAU district farmers'  
organizations**

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- This work has not previously has been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- 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 specially acknowledged.

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## TABLE OF CONTENTS

DECLARATION OF WORK .....	i
LETTERS OF SUBMISSION .....	ii
ACKNOWLEDGEMENT .....	iii
TABLE OF CONTENTS .....	iv
LIST OF FIGURE.....	vi
LIST OF TABLES .....	vii
ABSTRACT .....	viii
CHAPTER 1: INTRODUCTION .....	1
1.0 Introduction .....	1
1.1 Background of Study.....	1
1.2 Background of Organization .....	2
1.3 Problem Statement.....	3
1.4 Research Objective .....	4
1.5 Research Questions.....	5
1.6 Significant of Study.....	5
1.6.1 Theoretical .....	5
1.6.2 Practical .....	5
1.7 Conclusion .....	6
CHAPTER 2: LITERATURE REVIEW.....	7
2.1 Dependent Variable.....	7
2.1.2 Important of Service Loyalty .....	9
2.2 Independent Variable .....	11
2.2.2 Service quality and Customer satisfaction .....	12
2.3 Mediator variable.....	14
2.3.2 Importance of Customer satisfaction .....	16
2.4 Hypothesis Formulation.....	17
2.5 Theoretical Framework.....	18
2.6 Conclusion .....	19
CHAPTER 3: METHODOLOGY.....	20
3.1 Sampling Design .....	20
3.2 Sampling Size .....	21

## ABSTRACT

There are many past research regarding the service loyalty, service quality and customer satisfaction. Until now, many researcher still study about the relationship between these three variables. As we know, customer needs and wants are hardly too satisfied as well as the service loyalty. The study began with service loyalty topics followed by service quality and customer satisfaction. Customer satisfaction is the moderator who connects to the service quality of service loyalty. 80 respondents involved is the answer to the questions related to the study questionnaires but only 79 accepted. The findings show that with or without customer satisfaction does not show different results. Customer satisfaction does not play the role of mediator in the quality of services to loyalty services as  $R^2$  shows 0.59 with customer satisfaction and 0.059 without customer satisfaction. Discussed the implications, limitations of the study and recommendations were shown.

**Keywords** *Loyalty, Service quality, Customer satisfaction, Farmers' organization*