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THE IMPACT OF SERVICE QUALITY ON CUSTOMER'S SATISFACTION TOWARDS MPH BOOKSTORE GIANT SENAWANG, SEREMBAN.

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DECLARATION OF ORIGINAL WORK



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ACKNOWLEDGEMENT

First of all, thank you to ALLAH SWT for his grace and mercy to give strength to finish this research. I would like to thank to my advisor Tuan Haji Mohd Sukor Bin MD. Yusoff, Dr. Baderisang Bin Mohamed, and all lecturers for their help, time, contribution kindness, guidance, insight and assistant during my hard time during finishing this report.

A million thanks to my practical training supervisor, Puan Hartini Binti Mohd Yusuf Amen Hamzah also as a outlet head, assistant executive Ms. Jacey, supervisor Syazatul and also Ms. Janu in MPH Giant Senawang, Seremban, Negeri Sembilan for their contributions and not forgetting all the staff for their guidance, information sharing and their kindness to teach me for the whole period while I was fulfil my industrial training in the organization and also become my respondent for this research guidance and encouragement during my time in MPH Giant Senawang, Seremban

A special thanks goes to my lovely mom, Puan Norliza Binti Yusop and my beloved parents. I am grateful to them for their sacrifice, help, support, prayer, wishes, trust and understanding they have given to me. In addition, I would like to thanks to all my loving family members for being supportive and helpful in my pursuit of this degree.

I am also would like to thank to all my friends, classmate, and roommate that willing to help me in this study thanks you for your patience, caring and understanding. My beloved friend Nazihatul Syakila MD Yusman for contribution given for me this study, this study could not be performed without your help.

ABSTRACT

The purpose of this study is to examine customer's satisfaction levels regarding of service quality in MPH Bookstore Giant Senawang outlets. To satisfying the customer needs is the major goal and objective in any Business-to customer (B2C). Hence, the quality of service need to be improved regarding to increase the company profit. Therefore, this research will be focused on the impact of service quality on the customer's satisfaction in MPH Bookstore Giant senawang, Seremban. This research will find out the dimensions of service quality that have directly influence the customer satisfaction at MPH Bookstore Giant Senawang.

Then, the study has been conducted in MPH Bookstore Giant Senawang, Seremban, Negeri Sembilan. Different background of respondents has been used in this study. Questionnaires are in Bahasa Melayu and English that has been distributed to each customer who comes to MPH Bookstore. The researcher assumes only 100 respondents to distribute the questionnaires. The respondents were asked to answer on the dimension of the service quality in order to determine their level of satisfaction towards services provided from MPH Bookstore.

Moreover, hypothesis of this study were tested using SPSS tools. The finding with overall result specified that the independent variable and dependent variable were excellent and the study supported the hypothesis of the study and were found to be significant related to purchase intention.