

**RELATIONSHIP BETWEEN SERVICE QUALITY  
AND CUSTOMER LOYALTY AMONG STUDENT AT  
UNIVERSITI TEKNOLOGI MARA KELANTAN  
CAMPUS**

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**ABSTRACT**

This study investigated the relationship between service quality and customer loyalty at UiTM Kelantan Campus. The data were gathered through the questionnaires distributed to the total of 169 students and all questionnaires were successfully gathered for used. The study was found that there is a relationship between service quality and customer loyalty at UiTM Kelantan Campus. All research objectives were met in which the findings indicate that there are positive and significant relationships between service quality and customer loyalty. In addition, the finding also indicates that the level for service quality at UiTM Kelantan Campus was assurance and the level for customer loyalty was behavioral.

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## **CHAPTER 1**

### **INTRODUCTION**

#### Background of Study

Service industries are playing increasingly important role in the overall economy for the most of the countries. A success of a service provider depends on the high quality relationship with customers (Panda, 2003) which determine satisfaction and loyalty (Jones, 2002). Research shown repeatedly that service quality influence organizational outcome such as performance superiorly (Portela & Thanassoulis, 2005), increasing sales profit (Levesque & Mc Dougal, 1996; Kish, 2000; Duncan & Elliot, 2002) and market share (Fisher, 2001), improving customer relations, enhance corporate image and promote customer loyalty (Newman, 2001; Szymigin & Carrigan, 2001; Caruana, 2002; Ehgie, 2006). Furthermore, service quality was found to be related to the customer loyalty through providing what customers needs. Delivering quality service to customers is a must for success and survival in today's competitive services industries.