



CUSTOMER SATISFACTION ON SERVICES OF SEA QUEST TOURS
& TRAVEL SDN. BHD.

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JANUARY 2014

ACKNOWLEDGMENTS

First and foremost I would like to thank God for helping me complete my research on time. I am also greatly indebted and would like to express my sincere thanks to my supervisor Mdm. Cynthia Dawayan who have gave me valuable advises, support guidance until I successfully completed my research. Without her support and guidance it is impossible for me to conclude this project. I would also like to extend my gratitude toward all the lecturer and professors who have enriched my knowledge in the past 2 years.

Also I would like to thank my mother and all of my family who has been supporting me all the way throughout the semester and the encouragement to achieve my goal, thank you from the bottom of my heart. Last but not least, I would also like to thank all my fellow classmate and friends for being very supportive.

ABSTRACT

Customer satisfaction on services of Sea Quest Tours & Travel Sdn. Bhd.

Sea Quest Tours & Travel (SQTT) is improving the service quality in the company by providing good services. The service quality determinant in this study are responsiveness, reliability, communication and competency. The purpose of this study is to determine customer expectation level of service quality provided by SQTT and to determine service delivering reliability of SQTT so that the company would be able to enhance its service quality and data collected are from primary source through questionnaire, which distributed to all SQTT guest. SPSS will be used to conduct statistical analysis for the writing of the findings.

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