



**THE INTERNAL SERVICE QUALITY OF  
LABUAN LIBERTY PORT MANAGEMENT SDN BHD:  
A CASE STUDY ON ORGANIZATIONAL PERFORMANCE  
THE IMPLICATION OF EMPLOYEES' SATISFACTION**

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# TABLE OF CONTENT

	Page
Title Page	i
Declaration of original work	ii
Letter of submission	iii
Acknowledgement	iv
Table of Content	v
List of Table	vii
List of Figure	viii
Abstract	viii

## **CHAPTER ONE: INTRODUCTION**

1.1	Introduction	1
1.2	Company background	7
1.3	Background of study	8
1.4	Problem Statement	9
1.5	Objective of the Study	11
1.6	Scope of the Study	12
1.7	Significance of the Study	14
1.8	Limitation of Study	16

## **CHAPTER TWO: LITERATURE REVIEW**

2.1	Internal Service Quality	17
2.2	Employee Job Satisfaction	20
2.3	Internal Service Quality and Performance	23
2.4	Conceptual Background	27
2.5	Conceptual Framework	32
2.6	Study Area: Labuan F.T	33

## **CHAPTER THREE: RESEARCH METHODOLOGY**

3.1	Research Design	34
3.2	Measurement	35
3.3	Sample Design and Size	36

3.4	Method of Data Collection	38
3.4.1	Primary Data	38
3.4.2	Secondary Data	39
3.4.3	Overview of Survey Questionnaires	39
3.7	Data Preparation and Analysis	40
<b>CHAPTER FOUR: FINDING AND ANALYSIS</b>		
4.1	Introduction	41
4.2	Measurement Scale Reliability Analysis	41
	4.2.1 Validity and Trustworthiness of Data	
4.3	Central Tendency Analysis	45
<b>CHAPTER FIVE: CONCLUSION AND RECOMENDATION</b>		
5.1	Managerial Implication	54
5.2	Conclusion	56
<b>BIBLIOGRAPHY</b>		
6.1	References	58
<b>APPENDICES</b>		
7.1	Appendix	67
7.1.1	Appendix 1: Questionnaire	67
7.1.2	Appendix 2: Research Attributes and Dependent Variable	68

## **ABSTRACT**

Employee satisfaction is considered to be a critical success factor for organization. Great service companies highlight that employees are responsible for the implementation of the service strategy, their satisfaction and loyalty having a direct and strong influence on the satisfaction and loyalty of the customers. The purpose of this study is to explore the influence of internal service quality on organizational performance of employee satisfaction at Labuan Liberty Port Management Sdn Bhd., selected using Random Sampling Technique. Data was collected from 124 employees working in a Labuan Liberty Port Management Sdn Bhd. The finding indicate that there is a positive relationship between the each dimension of employee satisfaction which are named satisfaction from pay and benefit, satisfaction from peers, satisfaction from Management, Satisfaction from Working Environment, satisfaction from superior and overall employee satisfaction level Furthermore, relevant recommendation and measures for improving the employee satisfaction are proposed.