



A STUDY ON SERVICE QUALITY TOWARDS CUSTOMER
SATISFACTION OF MPWS RICH RESOURCES SDN BHD

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ABSTRACT / EXECUTIVE SUMMARY

Project paper titled “A Study on Service Quality towards Customer Satisfaction of MPWS Rich Resources Sdn Bhd” is conducted as partial requirement to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology (UiTM). The purpose of this study is to identify the factors that affects customer satisfaction among participants or clients in MPWS Rich Resources Sdn Bhd, their level of customer satisfaction and the significant between factors affects customer satisfaction.

Analysis of the data about the level of customer satisfaction showed that most of the customer have moderate level of satisfaction with the dimensions of service quality; reliability, assurance, responsiveness, empathy and tangible. The researcher is also able to give some recommendations and suggestion on how to improve and increase customer satisfactions of the customers after the analysis, findings and interpretation. In this study, we used interviews and questionnaire techniques and other secondary data such as reports, database and so on for data collection. Data collected have been process and analyze by using Statistical package for Social Science (SPSS) version 21 to produce a relevant and accurate result.

CHAPTER 1
INTRODUCTION

1.0 BACKGROUND OF COMPANY

MPWS Rich Resources Sdn. Bhd was established in April 2014. The company has started its operation since February 2013, which was previously known as MPWS Rich Training and change the name to MPWS Rich Resources in Jun 2013. The company specializes in organizing workshops and courses for different types of clients. Among workshops and courses that the company organize include engineering-related courses, business-oriented courses, and workshops for postgraduate students. MPWS Rich Resources Sdn. Bhd also has subsidiary companies engaged in different fields than their parent company which is MPWS Rich Publication, MPWS Rich Proofreading & Translation services, MPWS Consultancy, MPWS Postgraduate Training and MPWS Training Centre.

Every subsidiaries company has their owns responsibility and target to achieve which is MPWS Rich Publication are responsible to oversee all matters pertaining to book and publication which is an online bookstore that specializes in books for Masters and PHD students. While, another subsidiary company are MPWS Rich Proofreading & Translation Services, which is they provides proofreading and translation services for various types of manuscripts that helps in solving Masters and PHD candidate's problem in writing their article, journal and thesis. For MPWS Postgraduate Training, they provide trainings and workshops to meet the needs for Masters and PHD students. Then, for MPWS Consultancy they provide consultation services to organizations that require the handling in-house workshop. They are supported by experts that conducted the offered workshops and courses. Lastly is MPWS Training Centre, which is they are providing rooms and services for workshop and seminar.