



A STUDY ON CUSTOMERS' SATISFACTION LEVEL  
ON SERVICES PROVIDED BY SABAH PORTS SDN. BHD.

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MARCH 2008

## ACKNOWLEDGEMENTS

Assalamu'alaikum Warahmatullahi Wabarakatuh. First and foremost, I am grateful to ALLAH S.W.T. for His blessings and strength to complete this study.

Special thanks to my mum, my brother, and sisters for their endless and boundless love. I really appreciate your advice, sacrifices and support throughout my journey as a student. My beloved late father, thank you for endless hours you spent with me, your prayer and your concern. I love you all.

I would like to express my deep appreciation and heartfelt gratitude to Mr. Kamarulzaman bin Ishak for his advice, guidance, encouragement, and understanding throughout the project period. I have learnt a lot of things from him. Thank you very much sir.

Special thanks are also extended to all bosses and staffs of Sabah Ports Authority Kota Kinabalu for their kindness and willingness to give their advice and share their knowledge with me. I also thank the staffs at Sabah Ports Sdn. Bhd. for their assistance in completing this study. Last but not least, thanks to my friends for their help and moral support towards the completion of this thesis. Thank you.

<b>TABLE OF CONTENTS</b>		<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>		iv
<b>LIST OF TABLES</b>		v
<b>LIST OF FIGURES</b>		vii
<b>LIST OF ABBREVIATIONS / GLOSSARY</b>		viii
<b>LIST OF DEFINITION OF TERMS</b>		ix
<b>ABSTRACT</b>		x
<b>CHAPTER 1: INTRODUCTION</b>		
1.1	Company Profile	1
1.2	Background of Study	6
1.3	Problem Statement	7
1.4	Objectives of the Study	8
1.5	Research Questions	9
1.6	Limitations of the Study	10
1.7	Scope of Study	12
1.8	Significance of Study	13
<b>CHAPTER 2: LITERATURE REVIEW</b>		
2.1	Introduction	14
2.2	Customer Perceived Value	14
2.3	Total Customer Satisfaction	15
2.4	Dimension of Service	16
2.5	Customer Satisfaction and Loyalty	18
2.6	Singapore Port Authority	19
2.7	Port Klang	20
2.8	The Philippine Ports Authority	21
<b>CHAPTER 3: RESEARCH METHODOLOGY AND DESIGN</b>		
3.1	Introduction	22
3.2	Theoretical Framework	22
	3.2.1 Independent Variables	23
	3.2.2 Dependent Variable	24
3.3	Data Collection Method	25
	3.3.1 Primary Data	25
	3.3.2 Secondary Data	25

3.4	Research Design	27
	3.4.1 Target Population	27
	3.4.2 Sample Size	27
	3.4.3 Sampling Technique	28
3.5	Data Analysis Technique	29
	3.5.1 Tables and Charts	29
	3.5.2 Cross Tabulations	29
<b>CHAPTER 4: RESEARCH FINDINGS AND ANALYSIS</b>		
4.1	Research Findings	30
4.2	Data Analysis	46
4.3	Cross-Tabulations	49
<b>CHAPTER 5: CONCLUSION AND RECOMMENDATIONS</b>		
5.1	Conclusion	52
5.2	Recommendations	54
<b>BIBLIOGRAPHY</b>		56
<b>APPENDICES</b>		57
	Appendix I – Survey Questionnaire (Sample)	58
	Appendix II – Customers of Sabah Ports Sdn. Bhd.	62
	Appendix III – Articles	64
	Appendix IV – SPSS Output	67
	Appendix V – Photos	72

## ABSTRACT

Sabah Ports Sdn. Bhd. is a company that focusing mainly on manpower development and training, streamlining the port operations, acquisition of new and modern cargo handling equipment, and planning and undertaking new cargo handling facilities. The company provides various facilities to the customers such as berth facilities, cargo and container handling facilities, labour provision and storage facilities. The purpose of this study is to identify the customers' satisfaction level on services provided by Sabah Ports Sdn. Bhd. This study was conducted at Kota Kinabalu and Sapangar area only.

The approach used for this study in getting information is through the use of self administered questionnaire. Data that have been collected is then processed with the use of SPSS. Information obtained is then turned into charts and tables so that it can be evaluated and explained easily. Based on the findings, most of the respondents are satisfied with the services provided by Sabah Ports Sdn. Bhd. However, only few of the respondents gave their suggestions in improving the services provided by the company.