



**“SERVICE QUALITY MODEL: CASE STUDY
SYNERGY CLEANING & MANPOWER SERVICES SDN. BHD.”**

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ABSTRACT

This study was conducted to identify the service quality model that currently been used by the company as a guidance in their managing skills in having a better or systematic flow on doing the job or task given. The research design used is descriptive study and both primary and secondary data regarding the study were gathered. The target population of this study is the hospital employees according to their department and it is selected randomly. The sample consists of 160 respondents; the respondents were selected through convenience sampling. In analyzing the data, frequency distribution, percentage, and cross tabulation were used.

The findings of this study revealed that the case study on the company (SCMSSB) based on the service quality model were at moderate level. Finding and conclusion finally discussed. Towards the end of this study, a comprehensive suggestion and recommendations have been drawn to improve the company services in gaining the customers retention.