



**A STUDY ON CONTRIBUTOR'S PERCEPTION OF
SOCSO SERVICE QUALITY**

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Abstract

This research paper is a part of fulfilling the syllabus requirement for MKT 660 in order for a final year student of Bachelor of Business Administration (Hons) Marketing to obtain a degree. The research is mainly about studying contributor's perception of SOCSO service quality it has five chapters and the chapters are: (1) Introduction (2) Literature Review (3) Research Methodology (4) findings (5) analysis (6) Conclusion and Recommendations, (7) bibliography and (8) appendices. The objective of this research is to identify contributor's perceptions of SOCSO's service quality. Towards the end of this study, suggestion from respondent can be use by SOCSO to improve their service quality.

The sampling technique used in this research is non-probability sampling by means of convenience sampling. The 150 respondents that interviewed are comprise contribute in SOCSO and previously get service from SOCSO. Data gathered from fieldworks will be analyzed using statistical package of social science (SPSS).