



**THE EFFECTIVENESS OF MALAYSIA INTERNATIONAL  
SHIPPING CORPORATION (MISC) KOTA KINABALU  
SERVICES QUALITY**

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## ABSTRACT

The effectiveness of managing service quality is an essential for all business or organizations. This is an important elements or as a backbone in building customers orientation and giving satisfaction to customers. Customers satisfaction is very important because their will retain to the company since their satisfied with the services provides thus it will profitable for the company. This study conducted to identify the level of the of service quality provided by MISC Kota Kinabalu, to identify the level of customers' satisfactions towards the services provided by MISC Kota Kinabalu and to recommend any constructive suggestion to MISC Kota Kinabalu in order to improve their services in the future.

Sample of 120 respondents were selected using by sampling frame. The target population in this study is MISC customers (consignee) which living in Kota Kinabalu area. The finding of this study showed that majority of the respondents satisfied with the services quality provided by MISC Kota Kinabalu. Towards the end of this study, gather suggestions from the respondents that can be used by MISC Kota Kinabalu in order to improve their services in the future to make the customers fully satisfied and stay for a long time with MISC Kota Kinabalu.