

THE IMPACT OF TMpoint SERVICE QUALITY ON THE
CUSTOMER SATISFACTION AT TMpoint SETAPAK

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**Submitted in Partial Fulfillment
of the Requirement for the
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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

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I, Noor Shazila Bte Mohd Alias, (I/C Number: 830709-08-5316)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged

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LETTER OF SUBMISSION

28 APRIL 2006

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "The Impact of TMpoint Service Quality on the Customer Satisfaction" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you.

Yours Sincerely,



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ABSTRACT

This study focuses on “ The Impact of TMpoint Service Quality on the Customer Satisfaction”. The objectives of the study are to analyze the respondent’s level of satisfaction towards service quality of TMpoint, to identify which factors of TMpoint service quality such as people, process and facilities will highly influence customer satisfaction and also to determine whether the respondent’s gender, age and monthly income influence their satisfaction level towards TMpoint service quality in term of facilities. The research methodology used in this study was convenience sampling technique where 100 respondents were chosen to answer the questionnaire.

The result of the finding shows that out of the three factors of service quality provided by TMpoint, the respondents are highly influenced with the process provided by TMpoint. On the other hand, respondents are less influenced by the facilities at TMpoint especially in terms of location and the parking area. Because of that, TMpoint should improve their facilities and always try to get more customers to come to the outlet from time to time.