



THE IMPACT OF SERVICESCAPE ON THE CUSTOMER SATISFACTION AT LCCT PARKING

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“DECLARATION OF ORIGINAL WORK”

I, Mohd. Hasmir Bin Amiryaziz, (I/C Number: 870511-01-5079)

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 specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

26 APRIL 2010

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 662)

Attached is the project paper titled “**THE IMPACT OF SERVICESCAPE ON THE CUSTOMER SATISFACTION AT LCCT PARKING**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

The main purpose of this study is to see the impact of the servicescape on the customer satisfaction at LCCT parking. This research had been done at the LCCT area and all the respondent are from the LCCT user. The problem that the customers face at the LCCT is about the parking lot and the facilities that being provided at the LCCT parking area.

The first objective of this study is to determine the level of customer satisfaction at the LCCT parking. The second objective of this research is, to identify the servicescape ranking factor that contributes to the customer satisfaction at LCCT parking service. The next objective of this study is to determine the frequency of the consumer come to LCCT and uses the parking service, and the last objective of this study is to identify the solution/recommendation to increase the customer satisfaction at LCCT car park.

For the research methodology, researcher used exploratory and descriptive research in conducted this research study. The populations in this study were the people that using the parking service at the LCCT Terminal. In this study, researcher was decided to use convenience sampling which is a non probability sampling technique that attempts to obtain a sample of convenient elements. The number of respondent for this research is 101. For this study, the researcher will use primary data in order to collect data from the sample. The technique for collecting data is by using the questionnaire.

The finding for this research is the level of customer satisfaction that using the LCCT Parking service still in the average level. There are some customers that are still not satisfied with the service that being provided by MA Sepang Sdn Bhd. For the servicescape factor, the first ranking that contributes to the customer satisfaction is the spatial layout and functionality, and then the second is the signs symbols and artifacts, and lastly the ambient condition.

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