



A STUDY ON CUSTOMERS' SATISFACTION TOWARDS SERVICES
PROVIDED BY AGENCY AT URBAN TRANSFORMATION CENTER (UTC)
MELAKA

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

(HUMAN RESOURCE MANAGEMENT)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (HUMAN RESOURCE MANAGEMENT) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA "DECLARATION OF ORIGINAL WORK"

I, _____, (I/C Number : _____)

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

Date: 10th December 2013

The Head of Program,
Bachelor of Business Administration (Hons) Human Resource Management,
Faculty of Business Management,
University Teknologi Mara Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah, Melaka

Dear Sir/Madam/Miss,

SUBMISSION OF PROJECT PAPER (HRM 662)

Attached is the project title "**A STUDY ON THE LEVEL OF CUSTOMERS' SATISFACTION TOWARDS SERVICE PROVIDED BY AGENCY AT UTC MELAKA**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

Muhd Lokman Nul Hakim Bin Lamri

2011100601

Bachelor of Business Administration (Hons) in Human Resource Management

**A STUDY ON CUSTOMERS' SATISFACTION TOWARDS SERVICES
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MELAKA

ABSTRACT

The main objective of this study was to study the level of customer satisfaction towards service provided by agency at UTC Melaka through the service quality model developed by Parasuraman which tangibility, reliability, responsiveness, empathy and assurance. The instrument used to study the level of customer satisfaction was questionnaires which were distributed to 110 respondents at UTC Melaka. The sampling for this study was non-probability due to this study was carried out at public and the researcher did not get the exact population of customers that came to UTC Melaka. The researcher used convenient sampling to distribute questionnaire which the researcher approached the customers randomly at five agencies in UTC Melaka. The result was analyzed by using SPSS version 20.0 and there were two analyses used which were descriptive statistics; to find the level of customer satisfaction using mean and Pearson correlation to find the relationship between service quality (tangibility, reliability, responsiveness, assurance and empathy) and customer satisfaction. The findings showed that the level of customer satisfaction towards service provided by agency at UTC Melaka was high which 3.6588. All the studied factors indicated significant relationship with customer satisfaction. The value of r for tangibility was 0.450, reliability (0.558), responsiveness (0.457), assurance (0.313), and empathy (0.475). As a conclusion customer satisfied with the service provided by agency at UTC Melaka and reliability was the most factor that affect the customer satisfaction.

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