

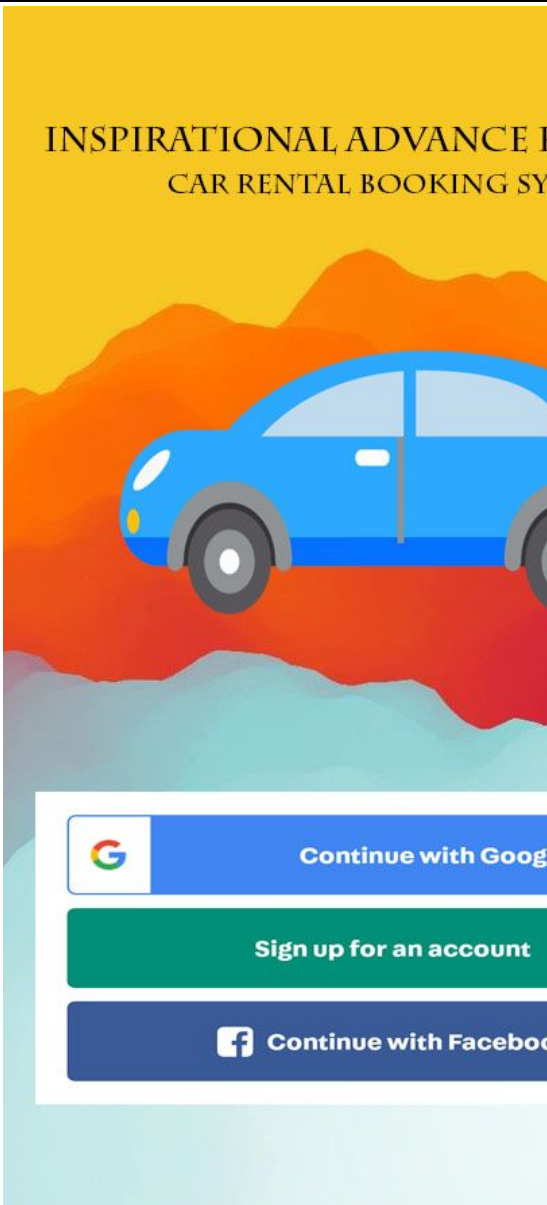



BORANG INVENTORI PROJEK PELAJAR

PERKARA	MAKLUMAT INFORMATION
Program <i>Program</i>	DPM
Jabatan <i>Department</i>	PERDAGANGAN
Semester/ Tahun <i>Semester/ Year</i>	LIMA
Tajuk Projek <i>Project Title</i>	THE INFLUENCE OF THE QUALITY OF RENTAL CAR SERVICE ON CUSTOMER SATISFACTION
Jenis Projek <i>Type of Project</i>	PROJEK PERNIAGAAN
Kategori Kluster Penyelidikan <i>Category/ research Cluster</i>	SAINS SOSIAL
Ahli Kumpulan <i>Group member</i>	1. NURLIYANA BINTI OMARUDDIN 990218-07-5802 2. AIDA AQILAH BINTI ZULCAFLEE 990113-10-5024 3. ATIN AFIQAH BINTI MOHAMED AMRAN 990404-14-5652 4. NUR SHAZWANA IZZATI BT MOHD KAMARUZAMAN 990814-14-5504 5.
Penyelia <i>Supervisor</i>	PUAN ROSNAIMAH BINTI YUNOS 830830-01-5598
Penyelia Bersama <i>Co-Supervisor</i>	
Abstrak <i>Abstract</i>	<p>The purpose of this study is to empirically examine the relationship between service quality and customer satisfaction of the Inspirational Advance Resources (IAR) – a company that provide car rental services. The objective of this study are to perform a situational analysis of the company, to determine the factors that will influence customer satisfaction and to formulate a business strategy that will improve the quality of service provided by the company. There are two methods used when conducting this research which are interview, survey and also from past journals as references. Survey questionnaire was constructed with 25 service quality items covering 5 service quality dimensions based on SERVQUAL model. Data were collected from 76 past customers of IAR from August 2018</p>

	until July 2019. Analysis result indicate that reliability, responsiveness, assurance, empathy and tangibility significantly impact on the customer satisfaction. The result of the study shows that the Responsiveness dimension brings out the biggest impact on the customers. Hence, the strategy on improving the customer satisfaction by developing an online car rental booking system.
Keyword <i>Keyword</i> (max 5 word)	Service quality, customer satisfaction, rental car sevice, booking systems
Objektif Projek <i>Project Objectives</i>	<ol style="list-style-type: none"> 1. To perform a situational analysis of Inspirational Advance Resouces (IAR). 2. To determine the factorsnof services that will influence customer satisfaction at IAR consist of five dimensions which are reliability, tangible, assurance, empathy and responsiveness (IV). 3. To formulate a business stratergy that will improve the quality of services provided by IAR.
Skop Projek <i>Project scope</i>	Services – Rental car booking system

IP No		
Dapatan <i>Finding</i> (500 words max)	<p>The result of the research show that responsiveness is the lowest mean score. This shows that respondent are very disagree with the pattern of responsiveness of the company towards customers. The pattern of service provided does not meet with expectation of customers satisfaction, which leads to unable to achieve customers satisfaction. Customers tend to be satisfied with service that provide good fast responds. Generally, the researcher able to obtained feedbacks that is needed and fit for the objective of the project, from the customers.</p>	
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500words)	<p>The results of this research, hopefully will be able to help students, lectures and companies to use the system for good purpose so it can bring benefits to all. Considering the project thoroughly, the resercher would want to give out few suggestions for future researchers regarding this topic. Future researchers could study which features of the system that brings major impact to the customers. This might help in improving the quality of the system. Future researchers could also opt to carry out a research based on the importance of online booking system for other rental cars company. The results of this study could be compared and identify the difference of perception from customers of other companies. By conducting this, it can help researcher to get a wide view of perception of rental car users regarding rental car services in the state or country</p>	
Gambar berkaitan projek <i>Picture related to project (700kb)</i>		

		
Rating/Level	JABATAN	

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Borang ini perlu diisi oleh pelajar dan dihantar kepada penyelia/ penyelaras projek dalam bentuk hardcopy dan softcopy (borang LAMPIRAN J) dan gambar hasil projek dalam format jpeg/bitmap) bersama laporan akhir dan hasil projek.

