

MEASURING CUSTOMER SATISFACTION TOWARDS SERVICE  
QUALITY OF COUNTER AT MALACCA MUNICIPAL COUNCIL

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UNIVERSITI TEKNOLOGI MARA

**2013**

## ABSTRACT

The purpose of this study is to investigate the customers' satisfaction on service quality towards the municipal councils at several locations in Melaka, which are Jasin, Hang Tuah Jaya, Melaka Tengah and Alor Gajah. The customers' satisfaction towards the service quality of counter service can be measured with five important elements of SERVQUAL which are tangibility, reliability, responsiveness, assurance and empathy. The sample was randomly selected from the customers of the local municipal councils at several locations in Melaka, which are Jasin, Hang Tuah Jaya, Melaka Tengah and Alor Gajah by using probability sampling method. Simple convenience random sampling technique was chosen to select the sample size. The data were analyzed using the Statistical Package for the Social Science Software (SPSS) version 20.0 to measure the impact of these five independent variables on the customers' satisfaction towards the local municipal councils at Melaka. The total of 120 was distributed and analyzed by taking 30 questionnaires for each location. As a conclusion, from the discrepancy gap between customers' expectation and perception, it showed that customers were slightly dissatisfied with the service quality of counter service at the Melaka's municipal councils in Jasin, Hang Tuah Jaya, Melaka Tengah and Alor Gajah. Next, the findings concluded that, even though all of the SERVQUAL elements give an impact towards customers' satisfaction level, 'assurance' is the element that give the greatest impact. As for the further recommendations, the researcher suggested to conduct the research with a larger population sample so that the result will be more generalized and accurate. In addition, the research also should be conducted not only in government sectors but also in private sectors so that a better standard for increasing the customers' satisfaction could be identified.

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## CHAPTER 1

### INTRODUCTION

#### **1.1 Background of the Study**

Usually organizations either public or private exist in this world in order to serve their customers. Therefore, all the service businesses are always trying to improve, increase and enhance the quality of their service in order to satisfy their customers. Service quality can be defined as the differences that appear between the expectation of the service from customers and also the service that they actually received (Alin Sriyam, 2010). The rapid development in the field of public administration has made the public service become more modernized compared to the previous decade and this also has made the customers or the public become more educated. They become more educated in term of the awareness on how they should be served and how they expect the civil service should act in order to fulfill their needs (Norudin Mansor, 2010).

The public sector is actually expected to create a favorable image since it acts as the engine of the 'economy and also the social growth of the nation itself. If they failed to execute the responsibilities that has been assigned to them appropriately, it will give a bad reputation to the image of the ministries concerned and also the role of the government as well (Norudin, 2010). The evaluation process of the public sector organization's performance depends strongly on the feedback( from the customers. The

customers want the services that can satisfy themselves and meet their expectations. If they do not achieve that expectation, they will assume that their satisfaction is being ignored and lead to the raises of complaints (Zamil and Marwan, 2011).

According to customers' satisfaction-related literature, there are five major elements that influence the satisfaction of the customer which are tangibility, reliability, responsiveness, assurance and empathy (Parasuraman, Zeithaml and Berry, 1988). So, the purpose of this study is to investigate the customers' satisfaction towards service quality of counter service at four local authorities located in Malacca by using these five elements.

## **1.2 Problem Statement**

In the environment that related to business-to-customer transaction, the ultimate goal and objective is to satisfy the customers (Shankar, Munusamy and Hor, 2010). According to Sriyam (2010), service quality can be defined as the 'differences that appear between the expectation of service from the customers and also the service that they actually received. Most people agreed that the local service should fulfill their needs in the best tune. As a consequence, the service quality serves by the public service need to recognize the expectation of the customers (Norudin, 2010).

According to Norudin (2010), the role of the public sector in shaping the development of the nation has always been extensively debated in Malaysian Parliament but received less attention in research literature. Lack of knowledge about interrelatedness of one department to another department, method of operation, style of negotiation and the execution of delivery found to be frequent causes of dissatisfaction.