FARMERS' MARKET PARTICIPANT PERCEIVED SERVICE QUALITY OF FAMA

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DECLARATION OF ORIGINAL WORK

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ABSTRACT

The scope of study in this research is Farmers' Market participant perceived service quality of FAMA. In this study, the researcher uses the SERVQUAL model to measuring the service quality. The problem occur when have the differences between the customer expectation and customer perception. The firms are difficult to measure the service quality. The researcher measure the service quality base on **Parasuraman *et al.*, 1988** five dimensions of service quality which responsiveness, reliability, assurance, empathy and tangibles. The respondents for this research consist of the participants at MEGA Farmers' Market Kuantan. The data from this research was collected by the questionnaire that given to the respondent. Then the data were analyzed using reliability analysis, frequency distribution, cross tabulation, coefficient of correlation and linear regression. From the analysis, the result shows that the SERVQUAL dimensions have significantly relationship with customer expectation and customer perception. Other than that, results shows there is a relationship of differences in SERVQUAL dimensions perceived by the customers in assessing overall service quality of FAMA. The result shows that Farmers' Market participant really perceived service quality of FAMA when the **R** (correlation) between SERVQUAL dimensions and customer perception is higher than **R** (correlation) between SERVQUAL dimensions and customer expectation. This is the FAMA responsibility to make sure what the customers expected to received match with what the customers perceived.