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THE INFLUENCE OF SERVICE QUALITY TOWARD CUSTOMER
SATISFACTION AND TRUST IN SARIKEI RESIDENT OFFICE

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter particularly, focuses on the influences of services quality in the public sector. It also focuses on the customer satisfaction and trust due to the services quality. Specifically, it will emphasize in public sector in Malaysia.

1.1 Background of the study

Over the years, our country has witnessed the influences of the services quality to determine the customer satisfaction and trust from the external and internal customers especially in public sector. Trust is representing the actual customer's belief in receiving the service promised by the provider and demonstration of the confidence of the customer in exchange of partner reliability and integrity (Morgan and Hunt, 1994). This can be seen through the procedure of the organization's service delivery, the service delivery time and so on. Many studies have established that trust is very important in order to build and maintain long term relationships (Rousseau, 1998; Singh and Sirdeshmukh, 2000). As a result, service quality affects the level of customer satisfaction and trust. This can be seen where the regular customer seek for the same service provided in the public sector at other sector such as private sector to ensure they can get a better quality in service provided. Quality is a basic philosophy and requirement in public sector to deliver the highest quality of services. A quality services is one that fully meets the expectation and requirements of the users. Therefore, due to that the customer will be satisfied and gain their trust. According to the previous studies by Parasuraman et.al (1988), based on these five (5) dimensions the level of services quality in public sector can

CHAPTER 2

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.0 Introduction

This chapter provides a review of the literatures on the service quality, customer satisfaction and trust. Both public and private organizations exist to serve their customers. The service quality particularly in the public sector has become more important in improving customer satisfaction and trust. Organizations, especially in the public sector agree that customer service is one of the most vital factors that contribute establishment of reputation and credibility among the public. The public complaint of long queues, poor service delivery and insufficient physical facilities may affect the image and level of service quality in the public sector. However, it is not easy to measure service quality because of its unique characteristics which are intangibility, perishability and heterogeneity. Service product, service delivery and service environment are the main concern in service quality for any organization. Rust and Oliver (1994) recommended a three-component model affecting service quality. They were service product (technical quality), service delivery (functional quality) and service environment. Even though, Rust and Oliver (1994) have not tested their conceptualization, support had been gained for similar models in retail banking and health care samples (Mc Alexander, Kaldenberg and Koenig, 1994). According to the related literature, service quality that customers received must be reliable, responsive and emphatic involving service product, service delivery and service environment. Thus, the purpose of this study is to examine the extent to which service product, service delivery and service