



**SERVICE QUALITY AND CUSTOMER SATISFACTION  
'A STUDY OF INQUIRY SERVICE COUNTER'  
[BALAI POLIS SENTRAL, KUCHING]**

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## **ABSTRACT**

This study was carried out to identify the important of service quality that influence customer satisfaction. The research was conducted by giving out the questionnaire to 130 respondents for different background, age and etc. A set of questionnaire was designed to gain primary data from the respondents about the service quality and customer satisfaction. At the final part of this study, some recommendation has been made for future research.

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## CONTENTS

1. INTRODUCTION.....	1
1.1 Background Of Study And Scope Of Study.....	1
1.2 Problem Statement.....	4
1.3 Research Question.....	5
1.4 Research Objectives.....	5
1.5 Significant of the study.....	6
1.6 Limitation.....	6
1.7 Definitions of Terms.....	7
2. LITERATURE REVIEW .....	8
2.1 Overview.....	8
2.2 Service Quality.....	8
2.3 Customer Satisfaction.....	12
2.4 Theoretical Framework .....	13
2.5 Hypothesis.....	13
3. METHODOLOGY.....	14
3.1 Research Design.....	14
3.2 Sample Size.....	14
3.3 Population.....	14
3.4 Data Analysis Technique.....	15
3.5 Data Collection Procedure .....	15
3.6 Research Instrument .....	15
3.7 Pilot Testing .....	16
3.8 Sampling Technique.....	16
3.9 Secondary Data.....	16
4. REPORT PRESENTATION AND FINDING .....	17
4.1 Finding And Result .....	17
4.1.1 Demographic Profile .....	17
4.1.2 Level Of Service Quality.....	20
4.1.3 Comparative Analysis Of Level Service Quality.....	26
4.1.4 Level Of Customer Satisfaction.....	28
4.1.5 Reliability Test.....	29
4.1.6 Correlation Coefficient Analysis.....	30
4.1.7 Linear Regression Analysis.....	31
5. CONCLUSION AND RECOMMENDATION.....	34
5.1 Conclusion.....	34
5.2 Recommendation.....	35
6. REREFENCES.....	36
7. APPENDIX (QUESTIONNAIRE).....	i

## CHAPTER 1

### **Introduction**

#### **1.1 Background of Study and Scope of Study**

##### **Background of Study**

The Royal Malaysia Police (RMP) is one of the uniform bodies in this country which is placed under the Ministry of Homeland Security. The main task of the RMP is to enforce the law as stipulated under the Police Act 1967. In enforcing the laws of the country, the RMP has always been aware of the importance of the service quality provided to the general public as the RMP with various challenges and general criticisms. Therefore, in order to provide quality of services, various effort has been taken by the RMP including enhancing the quality of frontline services at the Inquiry Service Counter at the Police stations.

Inquiry Service Counter at each Police Station provides various services to the community, especially in making a complaint. Since inquiry service counter is one of the frontlines of security forces, every service and business of the Police force will be the attention of the people who always want the best service from the Police. Failure to deliver good service quality is certainly to pollute the image of the RMP team itself.

As stated by Parasuraman et al., 1985; Reichheld and Sasser, 1990; Zeeithaml et al., 1990), delivering quality service is considered as an essential strategy for success and survival. Even the public sector organizations have come under increasing pressure to deliver quality services (Randall and Senior, 1994 and improve efficiencies (Robinson, 2003).

General knows that the quality service has a relationship with customer satisfaction. According to Sureshchandran et al (2002), although service quality and customer satisfaction are independent they are closely related to each other and a change in one is likely to lead to a change in the other in the same direction. Customer satisfaction and service quality are interconnected (Shi and Su, 2007). Therefore, in the pursuit of every organization maximizing customer satisfaction, emphasizing the best quality of service should be emphasized in helping organizations continue to compete. (Gotzamidantziotras, 2002).