



**SERVICE QUALITY AND CUSTOMER SATISFACTION: A CASE
STUDY OF THE SULTAN ISKANDAR FEDERAL COMPLEX
CAFETERIA IN KUCHING**

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ABSTRACT

The relationship between service quality and customer satisfaction has attracted the attention of many scholars. There has been considerable amount of research carried out in the past few years to study the nature of the exact relationship between service quality and customer satisfaction, including in the food and restaurant industry. Likewise, this study was carried out to examine the service quality of the cafeteria in a government premise in Kuching. Based on the five dimensions of service quality, ie. *tangible*, *reliability*, *responsiveness*, *assurance* and *empathy*, 22 statements were prepared forming the Service Quality constructs and 3 statements to represent Customer Satisfaction. These statements form an intergral part of the questionnaire which was distributed to 250 respondents to collect the data for the study. 197 questionnaires were returned and analyzed. Using the SPSS software, the data was processed to generate relevant outputs for predicting the research outcome. Based on this analysis, the standard of service quality of the cafeteria at the Sultan Iskandar Federal Complex was found to be poor, resulting in low customer satisfaction. In view of the importance of the service provided by the cafeteria, in catering for the needs of the general public as well as staff of the government departments at the said complex, it is crucial for the cafeteria operator to improve the standard of the service quality provided.

CHAPTER 1 INTRODUCTION

1.1 Background of the study

Service quality is a subject of much concern to everyone. We often heard of people talking about service quality of the banks, restaurants, government departments and agencies, clinics, etc. As such, it is not surprising that numerous studies have been carried out on service quality in various industries including food and restaurants. For example, Brady, Robertson, and Cronin (2001), Gilbert et al (2004), Kara, Kaynak, and Kucukemiroglu (1995), Lee and Ulgado (1997), carried out studies on service quality and customer satisfaction in fast food restaurants. This study attempts to examine the factors that affect service quality of cafeterias operating in certain government departments and organizations, and its relation to customers' satisfaction.

It is common to find cafeterias in places like learning institutions, factories, hospitals, as well as establishments such as complexes which house various government departments and agencies. The cafeterias are considered as important function of these institutions by providing for the food and refreshment needs of their staff and also the visitors. This study, however, focuses only on cafeterias at public service department's buildings. Cafeterias at the public organizations are patronized not only by the internal customers, who are the workers and staff of that particular organization, but also the general public. They are visitors who come over to deal with the respective departments for their services. In other words, these visitors are the customers of the government departments or agencies.