

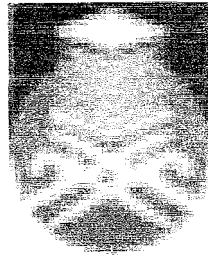
**CUSTOMER PERCEPTION TOWARDS THE SERVICE
QUALITY OF PKNS:
AN EMPIRICAL STUDY IN THE HOUSING DEPARTMENT**

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MARCH 2004

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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ACKNOWLEDGMENTS

I would like to express gratitude to the following people for their help and support for me throughout the making of this project paper:

- Thank you to my project paper advisor Mr. Ramesh A/L Krishnan for his guidance right from the beginning up until the finish.
- Many thanks to all the staff of PKNS for their kindness to help me with my questionnaire distribution without expecting anything in return. Your kindness will be remembered and highly appreciated.
- To the authors and researchers whom publications I used as references to complete this paper, thank you for making those brilliant work that are very useful in making this paper. I hereby acknowledge all of you.
- To my aunt, uncle and cousins for putting up with me while I undergo my practical training. I'm forever in debt.
- My parents for their undying support and providing me with the necessary fund to go through with this research.
- My siblings for understanding and letting me complete this research without the usual interruptions.
- My friends for their couch, input and emotional boost.
- And God, for the unbelievable strength He gave me.

For the people who think they deserve to be thank, which I have missed out, please accept my apologies. Your help is appreciated. I hope this research would provide some information to people whom seek them.

ABSTRACT

The study attempts fulfill three objectives. The first one is to identify which criteria of service quality are required more by the customers compare to other criteria. The study also attempts to examine whether there is a gap between customer's expectation of service and their perception of the actual service provided. The other objective of the study is to determine the association between service quality and consumer behavioral intentions. 50 respondents were involved in this study. The respondents are the people whom use the service provided by PKNS housing department. Through the analysis, two of the null hypotheses are accepted and one is rejected. Customers do require several criteria of service quality more than other criteria. They require courtesy, security, credibility, reliability and competence more than they require responsiveness, understanding/knowing the customer, communication, tangibles and access. The study also found out that there is a small gap between customer's expectation and perception, but there is no significant difference between the two. Meanwhile, positive behavioral intentions come from positive perception about service quality and vice versa.

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