



RELATIONSHIP BETWEEN CUSTOMER
SATISFACTION AND SERVICE QUALITY OF DNA
ASIA ICT SDN BHD

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ABSTRACT

The purpose of this study was determined the relationship between customer satisfaction and SERVQUAL Dimension at DNA Asia ICT Sdn Bhd towards increasing their customer's satisfaction. The result of this study illustrates to develop a clear understanding on the dimension of service quality at DNA Asia ICT Sdn Bhd. Furthermore, it would help to identify the factors that affecting the customer's satisfaction towards DNA Asia ICT Sdn Bhd service quality.

This study also suggested several methods that could be taken to improve the service quality that could be used as an input in designing customer retention strategies. The researcher investigated the degree to which customer satisfaction could be explained by service quality dimensions. Valarie. A. Zeithaml, A. Parasuraman, and Leonard. L. Berry (1990) theoretical framework was used to measure customer satisfaction while the five dimensions of SERVQUAL developed by A. Parasuraman, (1988), were used to measure perceived service quality. Respondents with of 50 customers of DNA Asia ICT Sdn Bhd (M) were participated in this study.

Descriptive research has been conducted in this study which to obtained information needed. It involved acquiring primary data, preparing questionnaires, sampling method and deciding on how the variables will be measured and analyzed. The result indicated that the empathy factors of service quality explained a highest proportion of customer's satisfaction towards DNA Asia ICT Sdn Bhd service with a value of 0.726 percent among the five dimensions of SERVQUAL. There were several magnitude relationship among each dimensions with customer satisfaction, whereby empathy factors was the strong relationship meanwhile others only tangible, responsiveness, empathy and assurance

only have moderate or substantial relationship. However all SERVQUAL Dimensions have high relationship with customer satisfaction as they rated of 0.916 percent of the Reliability Test with 33 items questionnaires.

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