

**CUSTOMER EXPECTATIONS, PERCEPTIONS AND SATISFACTION ON  
SERVICE QUALITY BY INSTEP TRAINING SERVICE PROVIDER**

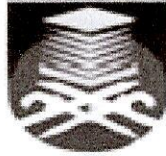
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**DECLARATION OF ORIGINAL WORK**



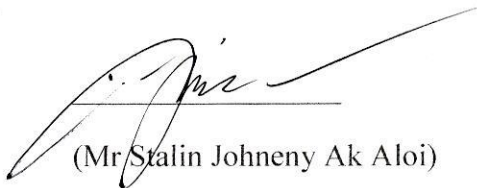
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"DECLARATION OF ORIGINAL WORK"**

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- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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## TABLE OF CONTENTS

NO	LIST	PAGE
i.	Declaration of Original Work	i
ii.	Letter of Transmittal	ii
iii.	Research Acknowledgement	ii
iv.	Acknowledgement	iv
v.	Abstract	v
1.	<b>1.0: INTRODUCTION</b>	
	1.1: Background Of Study	1
	1.2: Problem Statement	2
	1.3: Research Objectives	6
	1.4: Research Questions	6
	1.5: Significant Of Study	6
	1.6: Definition Of Terms	7

## ABSTRACT

This thesis discussing and analyzing expectations and perceptions on service quality by Institut Teknologi Petroleum PETRONAS (INSTEP) as the training service provider. The aim is to analyze and research about the role of service quality for creating customer satisfaction and researcher want to find out the gap between expectations and perceptions through the customers point of view. The difference between expectations and perceptions can be described as satisfaction or lack of satisfaction. The specific questions that are researched in this thesis are:

1. What expectations does customer have on INSTEP Training Service Provider?
2. What perceptions does customer have about the service quality offered by INSTEP Training Service Provider?
3. What is the customer's satisfaction towards the overall quality of service provided by INSTEP?

The survey is constructed as a case-study and is based on the quantitative method. The results from the different dimensions show that there is a gap between expectations and perceptions which means that the clients are not fully satisfied on service quality by INSTEP Training Service Provider. From the overall result in the statements researcher can see that there are several gaps between expectations and perceptions which means that the service quality do not fully meet the expectations.

**Keyword:** Service Quality, SERVQUAL, Customer Expectation and Perception, Customer Satisfaction, INSTEP Training Service Provider.

## CHAPTER 1

### 1.0 Introduction

Service quality is needed for creating customer satisfaction and service quality is connected to customer perceptions and customer expectations. Oliver (1997) argues that service quality can be described as the result from customer comparisons between their expectations about the service they will use and their perceptions about the service company. That means that if the perceptions would be higher than the expectations the service will be considered excellent, if the expectations equal the perceptions the service is considered good and if the expectations are not met the service will be considered bad.

Oliver (1997) argues that customer satisfaction can be described as a judgement that a product or service feature, or the product or service itself, provides pleasurable consumption. Satisfaction can also be described as a fulfillment response of service and an attitude change as a result of the consumption. Gibson (2005) put forward that satisfied customers are likely to become loyal customers and that means that they are also likely to spread positive word of mouth. Understanding which factors that influence customer satisfaction makes it easier to design and deliver service offers that corresponds to the market demands.