

THE RELATIONSHIP BETWEEN EMPLOYEE ATTITUDES
TOWARDS CUSTOMER SATISFACTION AT PEJABAT
SETIAUSAHA KERAJAAN NEGERI PAHANG

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ABSTRACT

This research has been conducted to identify The Relationship between Employee Attitudes towards Customer Satisfaction at Pejabat Setiausaha Kerajaan Negeri Pahang. There are three factors of Customer Satisfaction which are Employee Attitudes, Relationship Quality and Service Quality. These three factors are used as the independent variable in this study, while Customer Satisfaction is designated as the dependent variable.

The objectives of this study are to evaluate the relationship between employee attitudes and customer satisfaction, to examine the relationship between service quality and customer satisfaction and to investigate the relationship between relationship quality and customer satisfaction. To measure the relationship between both variables, Statistic Package for Social Science (SPSS) version 25.0 is used. The method used for this study is correlational research which is used to examine the relationship between two variables.

The population in this study refers to all the customers at all departments of Pejabat Setiausaha Kerajaan Negeri Pahang. The subject of this study is the individuals who have businesses at Pejabat Setiausaha Kerajaan Negeri Pahang. The questionnaire is distributed to 80 customers. Convenience sampling is used because the respondent is a captive one and a very convenient way to generate a sample.

From the result, the researcher concluded that only Hypothesis 1 is accepted. Meanwhile Hypothesis 2 and Hypothesis 3 are rejected because it does not have a significant relationship towards Customer Satisfaction at Pejabat Setiausaha Kerajaan Negeri Pahang. This is due to the factors of creating Customer Satisfaction. There are a lot of factors to create Customer Satisfaction.

At the end of this report, a list of recommendations is put forward by the researcher for future researchers and Pejabat Setiausaha Kerajaan Negeri Pahang. The recommendation will be beneficial to the organization to improve the independent variables that affect the dependent variable.

Keywords: employee attitudes, relationship quality, service quality, customer satisfaction