



**CUSTOMER SATISFACTION ON INTERNET SERVICES
OF PUSTAKA NEGERI SARAWAK**

AHMAD SOFFIAN BIN JEMADI

2000348506

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS SAMARAHAN**

APRIL 2003

RECEIVED 24 APR 2003

TABLES OF CONTENTS

	Page
Acknowledgements	iv
List of Tables	v
List of Figures	vi
List of Graphs	vii
List of Definition of Terms	viii
Abstract	ix
CHAPTER 1 : Introduction	
1.1 Pustaka Negeri Sarawak	1
1.1.1 The Concept	3
1.1.2 The Environment	5
1.1.3 The Role of Pustaka Negeri Sarawak	5
1.1.4 Membership of Pustaka Negeri Sarawak	6
1.2 Background of Study	7
1.3 Scope of the Study	9
1.4 Significance of the Study	9
1.5 Problem Statement	10
1.6 Objectives of the Study	11
1.7 Limitation of the Study	11
CHAPTER 2 : Literature Review	13
CHAPTER 3 : Methodology of the Study	
3.1 Research Questions	20
3.2 Research Methodology	20
3.2.1 Research Design	20
3.2.2 Method of Data Collection	21
3.2.2.1 Primary Data	21
3.2.2.2 Secondary Data	22
3.2.2.3 Sampling Technique	22

ABSTRACT

This paper draws on customer satisfaction in the aspect of services. It is focusing on the Internet services provided by Pustaka Negeri Sarawak. Pustaka Negeri Sarawak is a center of knowledge especially for Kuching society. The role of Pustaka as a center of knowledge is very important for current and next generation to equip themselves with knowledge.

As to enhance the image and provide quality service to their user, therefore conducting a study regarding on the service provided a very much needed, in order to know whether the user are satisfied or not satisfied with the service provided. The customer satisfaction will be determined based on five determinants of service quality they are tangible, responsiveness, empathy, reliability and assurance. The study will covered both functional and technical quality of the services.

In service industry such as Pustaka Negeri Sarawak library, where the customer has a very large role to play in service delivery, it is critical to customer satisfaction and library productivity that the respective roles are understood by all parties. Changes in the environment in which the service operates are likely to increase uncertainties about roles in the minds of both customers and providers.

1.0 INTRODUCTION

1.1 Pustaka Negeri Sarawak

The Pustaka Negeri Sarawak, which functions as the new Sarawak State Library, started operations in 1997. The estimated cost of the project was RM22 million. The Federal Government allocated a grant of RM6 million under the 7th Malaysia Plan. In 1998, this project had achieved an 80% completion. The full completion of the project was targeted for June 1999.

2 January 2000 was a historic day for Pustaka Negeri Sarawak. Yang Berhormat Tan Sri Datuk Amar Hj. Hamid Bugo, Sarawak State Secretary and Chairman of the Board of Management of Pustaka Negeri Sarawak officially opened the library.

Pustaka Negeri Sarawak is the most modern library in Sarawak. The building and services are conceived and designed to enable anyone to use . It provides Childcare Center, Special Need room and things that you might not even notice, like automatic doors and wheelchair-friendly aisles. Pustaka Negeri Sarawak also enables researchers to find research material from the Special Collections Gallery, whereby they can find everything ever written about Borneo, both facts and fiction. It is a storehouse of knowledge, presented in the most technologically advanced way possible. Pustaka Negeri Sarawak is about the user. The people who come in search of information and knowledge, visit the exhibits, attend a book launch or simply enjoy the park.

2.0 LITERATURE REVIEW

Customer satisfaction is the customer's post-purchase evaluation of product or service offering (Hunt, 1977). The customer is satisfied when the offerings exceed expectation and are dissatisfied when the product or service does not perform as expected. Customer satisfaction is typically modeled as a function of disconfirmation, arising from discrepancies between prior expectations and actual performance (Cardozo, 1965; Olshavsky and Miller, 1972; Olson and Dover, 1979)

A characteristic of service delivery is the simultaneous nature of production and consumption (Zeithaml and Bitner, 1996). Customers are usually involved in some of the production processes and therefore have an impact on the outcomes of the service delivery and their satisfaction with it. As Kelley, Donnelly and Skinner (1990, p.315) stated:

" For many services, the customer is required to contribute information or effort before the service transaction can be consummated. The quality of the service delivered is influenced by that information or effort."

Some types of professional services in particular rely heavily on customer input in the service delivery process (e.g. architects, medical practitioners). This is certainly true of library services, perhaps most obviously in the range of services generally provided within the "reference " sphere.