

THE RELATIONSHIP BETWEEN SERVICE QUALITY AND  
CUSTOMER SATISFACTION TOWARDS SERVICE  
COUNTER AT POS MALAYSIA BERHAD IN URBAN  
TRANSFORMATION CENTRE (UTC), KUCHING  
SARAWAK.

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**“DECLARATION OF ORIGINAL WORK”**

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim have been distinguished by quotation marks and sources of my information have been specifically acknowledged

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## ABSTRACT

This study was set out to conduct a surveys of customer satisfaction because this is important in obtaining a comprehensive understanding of the customers' need and their judgment of the service received. The purpose of this study was to identify which dimensions of service quality that have the highest level of agreement towards customers' satisfaction and to investigating`ate the relationship between dimensions of service quality and customers' satisfaction in Urban Transformation Centre (UTC), Kuching towards service counter Pos Malaysia Berhad. The dimensions of service quality in this study are tangible, empathy, responsiveness, assurance, and reliability. In a literature review, this chapter review both the independent variable and dependent variable. Independent variable of this study is from the SERVQUAL Model (tangible, empathy, assurance, reliability, and responsiveness which a theory introduced by Parasuraman, Zeithaml and Berry (1988) and the dependent variable is a customer satisfaction, a theory by Zeithaml and Bitner (2003). This study uses non-probability that is convenience sampling to select the sample size that consists 80 of customers in the Pos Malaysia Berhad in Urban Transformation Centre per daily. For the data collection, the data has been collected using structured questionnaire that divided into three sections. Section A focused on the demographic background of the respondent, section B consists of the dimension of service quality and the last section was focused on the customer's satisfaction. The data were analysed using descriptive statistical analysis (SPSS 23.00 which consists mean, standard deviation and correlation coefficient analysis. Based on the findings, the result from research question for which dimensions of SERVQUAL that have contributed to the highest level of agreement towards customer's satisfaction is contribute by reliability followed by assurance,

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## **CHAPTER 1**

### **INTRODUCTION**

This chapter discussed the background of the variables that were chosen for the study and included the problem statement especially the study of the issues in the research that explained the relationship between service quality and customer's satisfaction towards service counter. In addition, it's explained the research objectives, research questions, significance of the study and limitation of the study and the definition of the term that have been stated clearly.

#### **Background of the study**

Background of the study explained the relationship between service quality and customer satisfaction in Pos Malaysia Berhad at Urban Transformation Centre (UTC), Kuching, Sarawak. Pos Malaysia Berhad is the nation's postal service provider and has grown from being a mail and postal services, Pos Malaysia Berhad has becoming a dynamic communications, financial services and supply chain solution provider.

Yasin et al., (2004), Rodie and Martin, (2001) figured out in their studies that relationship between service quality and customer satisfaction has been long debated among the private and government sector, this is because both sectors have becoming competitive than before. According to Goo et al., (2004) in any part of the organization functions, the most crucial part is customer service department because customer