

**THE RELATIONSHIP BETWEEN SERVICE QUALITY  
AND CUSTOMER SATISFACTION TOWARDS  
SERVICE COUNTER IN NATIONAL HIGHER  
EDUCATION FUND CORPORATION (PTPTN)  
AT URBAN TRANSFORMATION CENTRE (UTC),  
KUCHING**

**Prepared for:  
MADAM GLADYS SEBI BINTI ENTIGAR  
(SUPERVISOR)  
MR. NELSON ANAK MARTIN NOEL  
(CO-SUPERVISOR)**

**Prepared by:  
AGUSTINA TARA  
BACHELOR IN OFFICE SYSTEMS MANAGEMENT  
(HONS.)**

**UNIVERSITI TEKNOLOGI MARA (UITM)  
FACULTY OF BUSINESS AND MANAGEMENT**

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FACULTY OF BUSINESS AND MANAGEMENT**

**“DECLARATION OF ORIGINAL WORK”**

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- 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.
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*Agustina*

Date: 30 November 2018

## **ABSTRACT**

The purpose of this study was to identify which dimensions of services quality that had the highest level of agreement towards customer's satisfaction and also investigate the relationship between dimensions of service quality and customer satisfaction toward service counter at National Higher Education Fund Corporation abbreviated PTPTN in Urban Transformation Centre (UTC), Kuching Sarawak. Dimensions of service quality were measured by the SERQVUAL instrument. For any organization or sector, in order to be effective and being trusted there must have a good service quality which can give impact on the customer satisfaction. This study used a quantitative method which was the questionnaire that was distributed to 86 respondents. In addition, descriptive and correlation analysis was used for this study to examine service quality and customer satisfaction. The findings showed the highest impact of service quality dimensions toward customer satisfaction was assurance. The strongest relationship between service quality and customer satisfaction was reliability.

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## **CHAPTER 1**

### **INTRODUCTION**

This chapter will explain the relationship between service quality and customer satisfaction toward service counter at National Higher Education Fund Corporation abbreviated PTPTN in Urban Transformation Centre (UTC), Kuching Sarawak. This chapter consists of the background of the study, statement of the problem, research objectives, research questions, significant of the study and definition of term for each element in this study.

#### **Background of the Study**

Urban Transformation Centre (UTC) is one of the efforts and initiatives of the Malaysian government to provide urban communities a centralised location for core government agencies, public facility and services of private sectors. It is part of the National Blue Ocean Strategy (NBOS) which was introduced to improve the quality of services through strategic partnerships between government agencies and the private sector. While, National Higher Education Fund Corporation abbreviated PTPTN is an authority responsible for giving study loans to students pursuing tertiary education in Malaysia. This agency is under Ministry of Education.