

**CUSTOMER UNDERSTANDING AND CONFIDENT TOWARD
SERVICE QUALITY IN CONSTRUCTION INDUSTRY**

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ABSTRACT

This study intends to gain better understanding and insight into the customer understanding and confident toward the service quality in construction industry. This research was represented by 150 respondents at the age of 25 years old to above 40 years old. For the collection of data, a set of questionnaire were used to assess respondents' feedback. The data collected was analyzed using the Statistical Package for Social Science (SPSS) program. The findings showed that responsiveness dimension lead to customer understanding and confident toward the service quality in construction industry. Various strategies such as taking immediate action toward customer complaints, developer become more reliability and adaptive to the customer and focus on customer service are recommended. From the study it was found that responsiveness dimension is vital in customer understanding and confident toward the service quality in construction industry.

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CHAPTER 1

1.0 INTRODUCTION

1.1 Introduction

Service quality is a comparison of expectations with the performance. A business with high service quality will meet the customer needs whilst remaining economically competitive. Improved service quality may help to increase the economic competitiveness in the construction industry. The perception of success of such interactions will be dependent on the employees which they can adjust themselves to the customer personality that they served.

Service quality plays an important role in the organization's ability to generate income and revenue. From that perspective, service quality should be included as part of an overall approach. A customer service experience can change the entire perception that a customer has toward the organization. An organization that values a good service quality may spend more money to train their employees than the average organization or proactively interview the customer for feedback.

CHAPTER 2

2.0 LITERATURE REVIEW

2.1 Service Quality

Quality has been defined as fitness for use or the extent to which a product successfully serves the purposes of consumers (Beverly K.K., 2002). Customer service is one of the organizational processes which companies perform considering the growing competition and for attracting entrepreneurial opportunities for increasing profitability and better access to the market and increasing the customer satisfaction and loyalty level. According to (Goofin, 1996) customer service has importance because it ends in increasing product quality, gaining competitive advantage, gaining profitable opportunities and as a result increasing sales and income.

Product quality is mainly associated with the users and occupants of the finished facility (clients could also be users), in construction clients are the direct recipient of the service quality. According to (Parasuraman A. Z.) suggested 10 dimensions for service quality, which according to Maloney (2002), it could be adopted in the construction industry. These can be used as a checklist when providing services to the customers. It