



**SERVICE QUALITY AND CUSTOMER
SATISFACTION:
A STUDY OF CENTRE FOR ACADEMIC SERVICES
(CAIS) UNIMAS**

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ABSTRACT

The basic purpose of this paper is to evaluate the quality of library services and the customer satisfaction at Centre for Academic Information Services (CAIS), UNIMAS. The survey method was selected for the study and a modified SERVQUAL questionnaire was used as instrument to collect data from the students. Because of the large population, random sampling was applied and 100 questionnaires were distributed. Analysis of the collected data revealed that there is a significant relationship between service quality and customer satisfaction. The study will be useful for those library professionals who wish to investigate the strengths, weakness and threats in their library services and who also intend to enhance the quality of these service.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

The trend of world markets has changed noticeably from agricultural to service markets (Asian Development Outlook, 2007). All of the service businesses are trying their best to improve their service quality in order to make customers satisfied with their service provided especially the educational industry. The improvement of higher educational quality lies in the organization's ability to provide an overall climate and culture for change through its various decision-making systems, operating systems, and human resources practices (Mosadeghard, 2006).

In higher educational level today, there are many ways to provide a quality services and information to the customer which is varies with the change of technology and future trends of the services itself. For the educational institutions, library plays important role by providing the materials and accommodations for the customer which is students itself and the lecturers and visitors as well. To provide such a good quality of services, the institutions need to meet or surpass the customer expectation which is customer satisfaction in term of marketing today. It defined by service quality, developed over time, relates to customer expectations, whereas satisfaction is transaction-specific, is a more short-term measure, and focuses on a personal, emotional reaction to service. (Peter Herson, Danuta A. Nitecki, and Ellen Altman., 1999).

Customer satisfaction are depend on quality service provided by the institution. Service quality has been identified as a key element of success in attracting repeat customers (Heskett et al., 1994) and is often valuable in distinguishing itself from competitors to gain a competitive advantage in the service-oriented world (Rapert and Wren, 1998). Quality has been the subject of many and varied definitions leading to the