

THE RELATIONSHIP BETWEEN SERVICE QUALITY AND EMPLOYEE
SATISFACTION AMONG STAFF AT PERMODALAN NASIONAL
BERHAD (PNB)

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ABSTRACT

The title for this study is the relationship between service quality and customer satisfaction among staff in Permodalan Nasional Berhad. The purpose of this study was to investigate which dimensions are the best predictors of overall service quality perceived by the customers in Permodalan Nasional Berhad. Besides that, this study also want to investigate the levels of customer satisfaction towards service quality at Permodalan Nasional Berhad. Other than that, this study also wants to identify the relationship between service quality and customer satisfaction towards Permodalan Nasional Berhad. The data were gathered through the questionnaire distributed to the staff at Permodalan Nasional Berhad and 100 respondents were chosen in order to determine the relationship between service quality and customer satisfaction in Permodalan Nasional Berhad. The study was found that there is positive relationship between service quality and customer satisfaction in Permodalan Nasional Berhad.

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Prophet Muhammad s.a.w. said in one of his speech about knowledge:

“Acquire knowledge, for surely it leads to fear of Allah. Seeking it is an act of worship (ibadah); studying it is praising Allah; seeking it is jihad; teaching it to whomever doesn't know it is an act of charity (sadaqah); and giving it to its people draws one closer to them”

Narrated by Ibn Abdil Barri an-Namri

Acquiring, seeking, and teaching of knowledge are necessary for every human. All in all, humans are living within the scope of getting and giving knowledge with each other. From little things to the complicated one does knowledge importantly be at first.

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