

THE RELATIONSHIP BETWEEN
SERVICE QUALITY AND CUSTOMERS' SATISFACTION AT
PEJABAT TANAH KUALA MUDA (PTKM) KEDAH

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ABSTRACT

This research carried out to study the relationship between service quality and customers' satisfaction. There were several objective of the study was conducted that is to identify the main factor of service quality that influence customers' satisfaction, to investigate the relationship between service quality and customers' satisfaction and to determine the significant different in the average score of customers' satisfaction among male and female respondents. The researcher was chosen customers in Pejabat Tanah Kuala Muda (PTKM) Kedah as the respondents in this study. The data collection methods were chosen by the researcher was by using questionnaire. There were 130 questionnaires had distributed among the customers in PTKM within one (1) week. About 103 of the questionnaires were valid to analyze by the researcher. There were three factor of service quality influence customers' satisfaction that is core service, human element of service delivery and tangible of service. Based on the result was analyzed, the three factors has a relationship influence customers' satisfaction. Core service gives the highest mean value shows it is the main factor influence customers' satisfaction followed by tangible of service factor and human element of service delivery is the lowest factor influence customers' satisfaction. The result also represent as there is no significant different in the average score of customers' satisfaction among male and female respondents in the organization. Based on the result, it can be summarized as there is a relationship between service quality and customers' satisfaction. At the end of the study, the researcher has provided several recommendations for the organization and the staff in PTKM Kedah also some recommendation for future research.

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CHAPTER 1

INTRODUCTION

Background of the Study

Recently, the relationship between service quality and customers' satisfaction becomes a major concern to academic and business. Many efforts had been conducted to study the relationship between these two variables. This is because customers' satisfaction was given less attention by most of the companies especially in the government sector.

Service quality is equal to the difference between the perception and expectation. (Herington & Weaven, 2009; Parasuraman, A., Zeithaml, V. and Berry, L., 1988). This means that the service quality was measured by the customers' perception and expectation. Quality plays an important role to the company that should be understood properly. It is because quality is a degree to which the company should fulfill all of the requirement and customers' needs. Services quality also becomes an important antecedent to customers' satisfaction, which is inextricably linked to consumer pre-purchased behavior and consumption decision making (Herington & Weaven, 2009; Cronin & Taylor, 1992).

Customers' satisfaction was defined as the number of customers percentage of total customers, whose reported experience with a firm, its products, or its service (ratings) exceeds specified satisfaction goals (John & Joby, 2003). Customers'