

**THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMERS  
SATISFACTION AT INSTITUT AMINUDDIN BAKI (IAB) IN KEDAH**

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## ABSTRACT

Service quality is conceptualized as the difference between customer expectations for service performance prior to the service encounter and their perceptions of the actual service received. Service quality is equal to the difference between the perception and expectation. Service quality also becomes an important antecedent to customer satisfaction, which is inextricably linked to consumer pre-purchased behavior and consumption decision making. Quality plays an important role to the company that should be understood properly. This research is focused on the service quality and customer satisfaction at Institut Aminuddin Baki (IAB) Cawangan Utara, Kedah. The objective of this study is to identify the factors of service quality that influence customer satisfaction at Institut Aminuddin Baki (IAB) Cawangan Utara. About 103 questionnaires were distributed among the customer who comes to Institut Aminuddin Baki (IAB) Cawangan Utara. The study has shown that the Institut Aminuddin Baki (IAB) Cawangan Utara takes service quality and customer satisfaction as one of important aspects in order to improve their services towards the customer. Based on the findings, it was concluded that Institut Aminuddin Baki (IAB) is a good and comfortable place to the customer. The studies also show that there is a relationship between customer satisfaction and service quality at Institut Aminuddin Baki (IAB). In the end, the study has provided several recommendations in order to increase the service quality as well to have the customer satisfaction.

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# CHAPTER 1

## INTRODUCTION

### Background of the Study

Recently, the relationship between service quality and customer satisfaction becomes a major concern to academic and business. There are many efforts had been conducted to study the relationship between these two variables. This is because customer satisfaction is given less attention by most of the companies especially for the government sector.

Service quality is equal to the difference between the perception and expectation. (Herington & Weaven, 2009; Parasuraman et al., 1988). These mean that the service quality is measured by the customer 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 customer needs. Services quality also becomes an important antecedent to customer satisfaction, which is inextricably linked to consumer pre-purchased behavior and consumption decision making. (Herington & Weaven, 2009; Cronin & Taylor, 1992).

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