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**SERVICE QUALITY AND CUSTOMER SATISFACTION: A
STUDY AT PERBENDAHARAAN MALAYSIA SARAWAK**

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Service quality plays important roles in nowadays organization. Customer service is a key factor in achieving organization success. It can either make or break your organization. Every organization management must recognize the reality that customer service is imperative in the success of their organization. This will ensure your customer's satisfaction and commitment to your organization. Your ability to focus on your consumer's need rather than your own and servicing them to the best of your ability will ensure that your organization will be far more cost-effective than you have ever dreamed of. This research study focuses on the determinants of customer satisfaction on service quality. The study will take place at Perbendaharaan Malaysia Sarawak.

In the literature of service quality, the most common model for measuring the service quality is SERVQUAL scale being designed by Parasuraman, Zihtmal and Berry. They have done some investigations on SERVQUAL model in 1988 and after several screening, introduced 5 main dimensions:

- I. Tangible cases
- II. Reliability
- III. Assurance

CHAPTER 2

LITERATURE REVIEW

This chapter provides a review of the literature on models that are related to the research problem presented in the previous chapter. This chapter will also introduce the theories, models, concepts of customer satisfaction, service quality, SERVQUAL model, and relationship between the variables identified in the research objectives in relation towards the service quality.

2.0 Introduction

Customer satisfaction is an essential part of every organization survival and growth. Successful organizations are those that could have good and complete interaction with their own customers by utilizing their feedbacks suitably and appropriately. Survey is a way of customer evaluation. Survey and evaluation of client opinion is a quick and cheap way to determine parts of services that their quality needs to be improved in the future. There are factors determine the customer satisfaction towards the service quality. To help understanding these relationship and problem, many models and theories have been developed or adapted to carry out this research. The section that follows reviews some of the models and theories to provide a context of this study and also to develop a conceptual framework to study the problem among the customer towards the service quality.

5.5 Conclusion

The general objective of this study is to determine the relationship between service quality and customer satisfaction. These objectives were tested by two hypotheses. It is also clear from this research that service quality has impact on customer satisfaction. By fulfilling the objectives, it can be summarized that there is a clear relationship between these factors and it may give impact to the organization

Conversely, Perbendaharaan Malaysia Sarawak is the organizations that manage the financial issues of Federal department in Sarawak. In order to fulfill their objective, they need to ensure that their services are at the optimum level. With the policy implemented by government nowadays, the growth rate of service quality can be improved with the aid of educated customers.