



Faculty of Administrative Science & Policy Studies

Bachelor of Administrative Science (Honors)

Universiti Teknologi MARA

Title of Research:

Public Perception towards Majlis Perbandaran Padawan (MPP)
Service Quality

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Acknowledgement

I praise to the Almighty God for giving the strength and patience to complete the research study of Public Perception towards Majlis Perbandaran Padawan (MPP) Service Quality.

With this opportunity, I would like to thanks Miss Noni Harianti as my research supervisor and also Dr, Kuldip Singh as the lecturer for, ADS511: RESEARCH METHODOLOGY AND DATA ANALYSIS, and as both of them had give me a lot of guidance on completing the research proposal successfully. I would also like to thank her both of them for kindness and efforts in guiding, advising and sharing information with us in our way to complete this research proposal.

Last but not least, I would like to thank our friends and family for giving us supports, both in term of information and motivation as well as morale support in finishing research study.

Lastly I would like to apologize for any weaknesses or mistakes that I have made throughout the process of making this research paper into reality and I hope that in future, the work will be able to be improved.

CHAPTER 1: INTRODUCTION

1.1 Introduction

Malaysian government consists of three levels which are Federal, State Government and local government. The local government or the local authority is the lowest level in the system of government. The local authority level are responsible to collect taxes (house assessment tax), to create by-laws and to grant licenses and permit for any trade in its area of jurisdiction such as providing basic amenities, collecting and managing waste and garbage as well as planning and developing the area under its jurisdiction. Being the lowest of the three levels in the government hierarchy, the local authorities are very close to the public. Therefore, with all these roles and responsibilities, their interactions with the public happen every moment. The perceived inefficiency and ineffectiveness in the administration of revenue sources and poor delivery of services continue to impede the healthy and orderly development of local authorities in Malaysia.

While there have been efforts to study service quality, there has been no general agreement on the measurement of the concept. The majority of the work has attempted to use the SERVQUAL (Parasuman et al., 1985; 1988) methodology in an effort to measure service quality. SERVQUAL method focused on five dimensions which are tangible, reliability, responsiveness, assurance and empathy.

Public perception usually derived from public expectation. And after the services being delivered, it will determine whether the service quality matches with the public perception. These will later on result customer satisfaction upon the services being delivered. If the service quality being delivered is poor, it may dissatisfy the customer whom using the services. The situation may also differs while vice-versa.

CHAPTER 2: LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction

In this chapter, we defined the term of concept purposely made for the focus of the research study. As part for the approaches being chosen to conduct the research study, conceptual framework also being explained in this chapter. The conceptual framework is important for the study, as it consists of independent variables and dependent variable. It will determine the result and outcomes validity in both research finding and analysis.

2.2 Local Government

Based on the interview among the CEOs and finance directors of local government bodies such as in Australia, the public sector in most developing nations is hardly have any performance measure of their services provided (Kloot, 1999). This leads to the local government officers and councillors believe that they are largely responsible and accountable to the State and Federal agencies but the people they serve (Kuppusamy et al, 2006). Although the service provided likely to be beneficial for the public, however it does not always develop a strong package of significant satisfaction accordingly to meet the needs of the communities. Lack of knowledge about interrelatedness of one department with another department, method of operation, styles of negotiation and the execution of delivery found to be frequent causes of dissatisfaction. Dissemination of information, exchange of views and ideas, and the analysis of potential solution to cases are therefore important factors for consequent satisfaction.

This research study focused on Majlis Perbandaran Padawan (MPP). MPP is one of the local authorities in Sarawak. With its developing municipal council status, MPP played an essential role in delivering their service quality in order to maintain both public perception and its customer satisfaction.