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Service Quality toward Customer Satisfaction at UTC (Urban Transformational Centre) Kuching, Sarawak

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Chapter 1

Introduction

1.0 Introduction

This chapter we are focusing on the background of the study which is on the customer satisfaction towards service quality provided by Urban Transformation Centre (UTC), Kuching Sarawak. Section 1.1 discusses on the background of the study, Section 1.2 explains the problem statement and section 1.3 states the research objectives. Section 1.4 on the other hand, states the research questions and Section 1.5 is on the significance of the study. In addition, Section 1.6 explains the scope of the study. Section 1.7 is definitions of key terms.

1.1 Background of the study

Zeithaml and Bitner (1996) define the service quality as an overall judgement similar to attitude towards the service. According to Parasuraman (1988), the service quality is the ways of an organization to meet or exceed customer expectations. Zeithaml et al. (1990) said that the customer expectations of service and perceived service are two different things. According to Lewis and Booms (1983), service quality is clearly focus on meeting customer need and requirements in which service quality is to measure on wellness of the service level delivered matches customer's expectation.

In the other hand, UTC is an initiatives made by the Malaysian government to easier the citizen when they are busying with their jobs. UTC open until night so that will give an advantage to public servant or employee that have been working until 5 p.m. This initiative made by the government has been approved by the public as they said it can help them if they really or have an emergency to meet the government agency after 5 p.m. UTC provide or have

CHAPTER 2

Literature Review

2.0 Introduction

This chapter provides a review of the literature on Customer Satisfaction towards Service Quality provided at Urban Transformation Centre (UTC) Kuching, Sarawak.

2.1 The concept of quality

Quality is the terms as "wellness for utilize" Juran (1974) which is conformance to necessities and in view of the client approach in manufacturing based. According to Anderson and Zeithaml (1984), Babakus and Boller (1992), Garvin (1983): Philips et al (1983), this concept is alludes to the effectiveness and efficiency or we can state as s strategic instrument whereby to enhance the function of the services towards hierarchical performance rather than customer satisfaction. It contended that this concept is the best introduction for the concept of value in which give the exceptionally chances of the satisfaction of the services towards consumers preferences. Other than that, in manufacturing-based approach, quality additionally is the terms about making a perfect time for the principal articulation. SERVQUAL's dimension are not predictable decision, number of dimensions, moderating service quality is contextualized in which this function do not lead on some of correlation between five category which is reliability, assurance, tangible, empathy and responsiveness.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

In this chapter, the research methodology explained about how well the study will be carried out. Section 3.1 discuss on scope of study, section 3.2 explains on unit of analysis and section 3.3 explains on sample size. Besides, section 3.4 explains a sampling technique and section 3.5 discussing on research instruments. In addition, section 3.6 explains about reliability and validity also section 3.7 discusses on measurement.

3.1 Scope of the Study

Miller (1991) said that the impressive research design are including classify the sample of organization, plan of data analysis and data collection process. Test hypotheses or answer research questions is the descriptive research (Gay, 1992).

Qualitative and quantitative are the two of methodology approaches. According to Ahmad and Usop (2011), quantitative approach in this study more focusing on structural matters rather than complex issues of the process. Quantitative approach has been used to investigate the relationship between independent variables and dependent variable in this study.

This study will be a cross – sectional survey by using questionnaire to investigate the knowledge sharing behavior and theory reasoned action. Owen (2002) stated that cross-sectional survey is importance because the data will be collected directly from the time questionnaire distributed start and finish.