



**MEASURING SERVICE QUALITY: A CASE STUDY  
ON CUSTOMERS' SATISFACTION TOWARDS  
WIRA SECURITY SERVICES SDN BHD IN  
KUCHING, SARAWAK, MALAYSIA**

**PREPARE FOR  
MR CLAUDIUS CLEMENT**

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**FEBRUARY 2004**

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## ABSTRACT

The services sector has seen rapid growth since World War II as many nation shift from a manufacturing-based economy to a service economy. As countries continue to shift from an agricultural and industrialized economic base, the demand for services will continue to increase. Additional factors contributing to the growth of the service sector are an aging population, longer life expectancies, increase leisure time, higher per capita income, increased time pressure, more female work force participation, changing social and cultural values and advance product technology (David L. Kurtz, et.al 1998).

Services industries such as tourism and hotel, fast food outlet, medical and dental services, educations and others have becoming importance income to the nation . In line with the those services; the security services also play an importance contributor towards the whole services industry. The Wira Security Services industry is one that has grown rapidly in recent years and it now encompasses an extensive range of occupations and activities. It represents an important area of economic activity with an estimated turnover of about RM250 million annually. (Refer to table 1 for World Annual Security Services Demand)

Our society has undoubtedly become more security conscious, and for good reasons. As part of this process, the work which the private security service industry is involved in has broadened out into new areas and occupational activities. As a consequence of this, the industry now has much greater direct contact with the public than in the past. Nowadays, we encounter security equipment and security personnel routinely in shops, shopping centers, entertainment venues and leisure facilities and we take it for granted. Many of

## CHAPTER 1

### 1. INTRODUCTION

#### 1.1 Background

The function of security is no longer limited to perimeter security and loss prevention. Security professionals wear many hats and play multiple roles. The field of security is rapidly changing in line with emerging technologies, changing demographics and workplace relationships that have increased the need to redefine the concepts of security and security administration. Security has traditionally been studied and analyzed along the lines of law enforcement, and modeled after the military. Today the military model no longer serve as an important model for security. The incorporation of management and social science perspectives would further provide a useful framework in understanding security issues. The dismal rate of success in providing effective security solutions can be partly attribute to the failure of understanding the many changes in the role of private security professional. Stiff competition among security providers to win security contracts has resulted in the degradation of quality in performances and services.

Society's expectation regarding security services is becoming increasingly sophisticated and diverse. This is due to the increase educational level of the society and also the rate of crime in the country. In January this year the brutal killing of 24 year old Leong Kah Mei whose body was discovered with 18 stab wounds on top of the floor landing of the Kenanga Plaza condominium in Jalan San Peng, Kuala

## CHAPTER 2

### LITERATURE REVIEW

#### 2 Previous Study

2.2.1 Since this study is the first of its nature there were no previous study conducted pertaining to the customers' satisfactions towards Wira Security Services in Kuching. However it is importance to identify the key element of the services , which influence the customers' perception of quality. A crucial element in the service quality process is the setting of appropriate service standard. These standard should be outward looking and customer based rather than narrow, internal measures of performance (Martin Christopher et.al.2000).

#### 2.2 The Service Characteristic

There are four unique characteristics of services as define by Kurtz and Clow (1998), these unique characteristics are:

##### 2.2.1 Intangibility

Intangibility refers to the lack of tangible assets, which can be touched, seen, smelled, heard, or tasted prior to any engagement. Services vary in the degree to which they are intangible. Services such as engineering consultancy, medical services and also security services are highly intangible. However, for each of this services there are tangible items that are used to perform the services. Consider