



**A STUDY ON :  
CUSTOMERS' PERCEPTION TOWARDS  
THE SERVICE QUALITY PROVIDED  
BY BAU DISTRICT OFFICE**

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**MAY 2007**

## ABSTRACT

Bau District Office (DOB) is government machinery at the grassroots level that serves the customers at the district level. It is very important as it is serve its customer at their area and most importantly, it brings development physically, socially and mentally to its customers.

Bau District Office like many other district office throughout the Sarawak has similar objective and roles that is to carry out development and policy of the government of the day.

Liked many other government departments and agencies in the state, the district office is required to provide service quality to its customers as mentioned by Parasuraman, Valarie A. Zeithmal and Leonard L. Berry which is consisted the dimensions of tangibility, reliability, responsiveness, assurance and empathy.

The aim of the study is to determine the customers' perceptions towards the service quality in terms of customers service counter, physical project implementation, officers and the facilities provided by the district.

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## **1.0 INTRODUCTION**

### **1.1 Background**

This study is on the "customers' perception towards the service quality provided by Bau District Office". The study will focus on 4 areas mainly on the customer service counter, physical project implementation (road, hall, football field or badminton courts, bridges and house for hardcore poor) and the facilities provided by Bau District Office.

Based on the service quality dimensions concept as proposed by Zeithmal, Parasuraman, and Berry (1990), this research will examine the service quality in terms of five broad dimensions namely:

- Riliability;
- Responsiveness;
- Assurance;
- Empathy; and
- Tangible.
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The finding of this study will identify the level of service based on the customers' perception and also determine the qualities of service as perceived by the users.

Bau District Office like any others district office in Sarawak has various functions and roles. It acts as government machinery at the grassroots level to serve the public in the district and also to bring development to the district in tandem with the government policy of the day.

### **1.2 Scope of the study**

The scope of the study is confined to Bau District Office only and any feedback from the respondents through the questionnaires may not reflect other district offices in the state.

The study will cover four different areas of service delivery provided by Bau District Office such as Customer Service Counter, Officers, Project implementation and the facilities provided. The customers which are the public either living or non-living in Bau district will give their perception based on their past experienced they have and opinion on services quality of aforesaid services.

## 2.0 LITERATURE REVIEW

K.Malhotra (1999), **Marketing Research** is a systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of assisting management in decision making related to identification and solution of problems (and opportunities) in marketing.

K.Malhotra (1999), **Marketing Research Process** is a set of 6 steps which defines the tasks to be accomplished in conducting a marketing study. They are problem definition, developing an approach to the problem, research design formulation, field work, data preparation and analysis, and report generation and presentation.

Slater and Narver (1995), cited from Kotler, P. (2001), Principles of Marketing, Prentice-Hall, Upper Saddle River, NJ. "A **market orientation** is valuable because it focuses the organization on continuously collecting information about target customers' needs and competitors' capabilities and using this information to create continuously superior customer value".

Jonhson & Clark (2001), **Service concepts** can be categorized into four broad of services: service focus, market focus, service and market focused, and unfocused.

Bitner and Hurbert (1994), **Customer satisfaction** is the result of the customer's assessment of a service based on a comparison of their perceptions of service delivery with their prior expectation.

Johnston (1995b), Silvestro and Johnston (1990) which try to capture the totality of **service quality** provides 18 quality factors: Access, Aesthetics, Attentive/helpfulness, Availability, Care, Cleanliness/tidiness, Comfort, Commitment, Communication, Competence, Courtesy, Flexibility, Friendliness, Functionality, Integrity, Reliability, Responsiveness, and security. According to Parasuraman et al (1985) Service quality can be consolidated into broader dimensions and indeed may not capture every aspect of service quality for every organization.

A **need** arise when there is an imbalance or a gap between the present situation and the desired situation. According to Maslow (1943) the lower need must be fulfilled before the higher order need. The growth need presented by Alderfer (1969) is similar to Maslow's self actualization.

The past **experience** of the target group will determine their attitude, be it positive or