



UNIVERSITI TEKNOLOGI MARA

**CUSTOMERS' PERSPECTIVES ON IMPROVING
SERVICE PERFORMANCE OF PROGRAM
COORDINATION: A CASE STUDY IN C.M.
MANAGEMENT (SARAWAK) SDN. BHD.**

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ABSTRACT

The purpose of this study was to explore on the depths of customer expectations towards improving service performance of training program coordination in C.M. Management (Sarawak) Sdn. Bhd. or CMM. The main objectives of this study were:- i) To analyze the possible factors that can contribute towards improving coordination of programs in order for it to be more interesting; ii) To determine the degree of customer expectation on the service performance for program coordination at C.M. Management. 83 respondents were involved in this study. Gray's 1998 version of hypotheses-instrument of '*market-oriented service performance*' was used to measure the respondents' degree of expectations. Statistics involved in this study were basically those of frequency distributions, percentage, mean, *t*-test and One-Way ANOVA. Results of the analysis showed that all of the respondents expect that it is imperatively important for CMM to improve on the service performance of their program coordination. Lastly, the findings showed that there are strong significance differences in the overall expectations on improving service performance of program coordination towards all categories of demographic factors proposed for this study.

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Chapter 1: Introduction

1.1 Centre for Modern Management

The Centre for Modern Management or CMM can trace its origin to the State's human resource development under the colonial government. In 1957, the post of a training officer was created to administer scholarships for students to pursue higher education outside Sarawak. After independence, human resource development continued to flourish with emphasis on local training and continuing education for the human resource of the State Public Service. The State Public Service Training Centre (SPSTC) was formed in 1975 to coordinate the human resource development activities for the State Public Service.

As a response to the speech made by the Chief Minister at the Dewan Undangan Negeri on 26 November 1993, SPSTC was privatized in January 1994. With the privatization, SPSTC was renamed Centre for Modern Management (CMM) to reflect its new strategic role in the State's human resource development.

A management company, C.M. Management (Sarawak) Sdn. Bhd., was incorporated as a wholly owned subsidiary of Yayasan Sarawak to manage the newly privatized centre on 28 March 1994.

Vision

To be the State's leading Human Resource and Organizational Development (HROD) Consultancy Organization.

Chapter 2: Literature Review

In the marketing aspects, Kotelnikov (2001) defines **customer** as anyone who receives that which is produced by the individual or organization which stands for a certain value. Customers' point of view and their perspectives are very much important to any existing organization in this world, particularly on their expectations towards a certain standard or level of performance.

This study basically researches on the expectations and views of customers towards the improvement of service performance, specifically in areas of training program coordination. **Service**, as defined by Kotler (2002), is any act or performance that one party can offer to another party that is essentially intangible and does not result in the ownership of anything.

Understanding what consumers expect from a service organization is necessary for service managers, because expectations provide a standard of comparison against which consumers judge an organization's performance (Walker and Baker, 2001).

Services tend to be intangible, inseparable from their provider, perishable, and inconsistent in their delivery. These qualities make services high in experience and credence qualities, so consumers have a more difficult time evaluating services than they do goods. Noting the unique nature of service offerings, service is described as a promise of satisfaction. Such promises, implicit and explicit, made by service organizations influence customers' expectations of the service experience (Bitner, 1995) and, because