



UNIVERSITI TEKNOLOGI MARA

**QUALITY PERCEPTION AND SATISFACTION OF THE CUSTOMERS TOWARD THE
COUNTER SERVICES OF THE PUBLIC SECTOR**

BY

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ABSTRACT

The purpose of this study is to identify the effect of service quality dimension (SERVQUAL model) towards customer satisfaction One Serve Kuala Lumpur City Hall counter. The five dimension of SERVQUAL have been influence on customer satisfaction. The five dimensions are tangible, reliability, responsiveness, assurance and empathy as the independent variables while for the dependent variable is customer satisfaction. This research have been improved by questionnaire for the purpose of data collection and distributing it to 100 respondent and the questionnaire were filled up by the customers who come to One Serve counter.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

Customer satisfaction and good service are very important for organization for both small and big companies especially for small companies. Nowadays competition between companies is growing fast all the time and that is why good service is becoming more important. When organization manages to serve its customer well enough and make them happy the company can create long term customer satisfaction and at the same time when customer satisfied they can tell about the good services they got from the company. Satisfied customers have a positive impact on the company result. According to Oliver (1980) customer satisfaction is based on the disconfirmation theory that satisfaction is the result of comparison between consumer expectation of the service or product and their actual experiences.

In other words, higher actual experience as compared to expectation will result in higher satisfaction. Researchers and practitioners are keenly interested in understanding what drives customer, in part because studies find that customer satisfaction is an antecedent of increased market share, profitability, positive word of mouth and customer retention (Anderson, Formell, and Lehman, 1994).

Furthermore, when measuring customer satisfaction it is possible to get useful information of the company and result can be used to improve the company and its services. This research is done to get an idea for effect of service quality dimension towards customer satisfaction in One Serve DBKL.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter discussed the literature on the dimension of service quality towards customer satisfaction in counter One Serve Kuala Lumpur City Hall. The literature review will be sorted around the theoretical framework. The literature review is subdivides into two section. The first section is about the independent variables which is service quality dimension include tangible, reliability, responsiveness, assurance and empathy. While for the second section is dependent variables which about customer satisfaction.

According to Parasuraman (1988) he define that service quality is an evaluation of specific service firm which are comparing the firm performance with customer expectation of how company should be perform. Parasuraman also found five dimensions to use in evaluating the service quality namely the SERVQUAL model. There are five dimension of SERVQUAL which are reliability, responsiveness, tangible, empathy and assurance.

SERVQUAL dimension is to measure the service quality in the several of industries. According to Parasuraman's SERVQUAL model are widely used in measuring the quality of services seen it can look at the various industries such as airlines, retailing, telecommunication, automotive and so on based on author (Phiri, 2009) .In this case researcher use this model to observe the attention to the expectation and perceptions of services provided in company (Shahin, 2005, p3). The researcher has used the secondary data as her resources to conduct the research .The data has been used in this research are the documentation of comprehensive of published and unpublished work which is specific to researcher to find the information on research topic.