



A STUDY ON CUSTOMER PERCEPTION OF SERVICES QUALITY
TOWARDS PEJABAT DAERAH KENINGAU SABAH

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ABSTRACT

The purpose of this research is to determine the customer perception of service quality provided by Pejabat Daerah Keningau Sabah. This office is most important for government to handle about the public issues in district area more effectively and efficiently through Department of the Ministry of Development of Rural and Regional of Sabah. Exactly 120 respondents were selected by the researcher to be the sample size of the research and they were the citizens that lived district.

Any business organization that competes in the market has its own strength and also weaknesses. In an attempt to determine customer perceptions of service quality in the case of Pejabat Daerah Keningau as service oriented under is one of government body under the Ministry of Development of Rural and Regional of Sabah that operated in Keningau area several aspects of service quality were explored in this study. Amongst others, these aspects included service quality satisfaction and the overall importance of service quality determinants Hence, Pejabat Daerah Keningau itself face great challenges, this is because there are thousands of clients that they dealing with everyday regarding the services that they offered. So that, it is important for Pejabat Daerah Keningau to provide quality services that can meet their clients' satisfaction.

In conclusion, knowing how customers perceive service quality and being able to measure service quality can benefit the Pejabat Daerah Keningau. The measurement of service quality can provide specific data that can be used in quality management. Hence, the Pejabat Daerah Keningau would be able to monitor and maintain quality service. By assessing service quality and better understanding how various dimensions affect overall service quality the Pejabat Daerah Keningau would be able to efficiently devise the service delivery process.

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