



**“SERVICE QUALITY AND CUSTOMER SATISFACTION
TOWARDS TREASURY KUCHING”**

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CHAPTER 1

1.0 INTRODUCTION

Both public and private organizations exist to serve their customers. The service quality particularly in the public sector has become ever more important in improving customer satisfaction. Organizations, especially in the public sector agree that customer service is one of the most vital factors that contribute establishment of reputation and credibility among the public. The public complaint of long queues, poor service delivery and insufficient physical facilities may affect the images and level of service quality in the public sector. However, it is not easy to measure service quality because of its unique characteristics which are intangibility, perish ability and heterogeneity. This chapter will explain on the background and scope of the study, problem statement, objectives of study and research questions which are classified as the core of this study. On top of that, the significance of the study, limitations and definition of terms are also been explained in this chapter.

1.1 Background of the study

The purpose of this project paper is to examine the level of service quality as a determinant of customer satisfaction among a group of customer toward State Treasury Department Kuching Division. Generally, State Treasury Department Kuching Division involve in many branches of task. Treasury Kuching is divided by Receiving Unit, Account Unit, Payment Unit and Administrative Unit.

Generally, Receiving Unit in Treasury Kuching has payment counter which is regularly receiving payment for various type of states revenue such as repayment of scholarship

CHAPTER 2

2.0 LITERATURE REVIEW

To understand what Service Quality is, we need to understand what Quality is and its concept as a whole. Understanding the term "Quality" will reveal that the concept has been defined in many different ways and with different emphasis by the various quality gurus and writers on the subject. Quality is an elusive and indistinct construct. Often mistaken for imprecise adjective like "goodness, or luxury, or shininess, or weight" (Crosby 1979), quality and its requirements are not easily articulated by consumers (Takeuchi and Quelch 1983). Explication and measurement of quality also present problems for researchers (Monroe and Krishnan 1983), who often bypass definitions and use unidimensional self report and measures to capture the concept (Jacoby, Olson and Handdock 1973; McConnell 1968; Shapiro 1972).

Most of the efforts in defining and measuring quality are coming from the goods sector. According to the prevailing Japanese philosophy, quality is "zero defects – doing it right the first time". Garvin (1983) measures quality by counting the incidence of "internal" failures (those observed before a product leaves the factory) and "external" failures (those incurred in the field after a unit has been installed). Crosby (1979) defines quality as "conformance to requirement". Requirement must be clearly stated so that they cannot be misunderstood. Measurements are then taken continually to determine conformance to those requirements. The non-conformance detected is the absence of quality. Quality problems become non-conformance problems, and quality becomes definable.

CHAPTER 3

3.0 RESEARCH METHODOLOGY

This chapter will explain about research design, data collection, sampling technique and procedure for analysis of data for the study. Survey will be used as a tool to collect data from public people, government servant and company.

3.1 Research design

Malhotra (1999) has defined research design as “a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or marketing research problems.” For this study, the researcher has chosen the descriptive research method as it describes the characteristics of SERVQUAL instrument that are influencing the customer satisfaction. A cross sectional approach will be applies for this research. The researcher also will use the reliability test before distributed the questionnaires. The reliability means the extent to which a scale procedures consistent result if repeated measurements are made on the characteristics.