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CAWANGAN SARAWAK KAMPUS SAMARAHAN

SERVICE QUALITY AND CUSTOMER SATISFACTION:

A STUDY OF BANK RAKYAT SIMPANG TIGA BRANCH COUNTER SERVICE

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A SURVEY ON

SERVICE QUALITY AND CUSTOMER SATISFACTION:

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ABSTRACT

This project paper titled Service Quality and Customer Satisfaction: A study of Bank Rakyat Simpang Tiga Branch Counter Service: Uitm Sarawak, Samarahan Campus” is undertaken in the Faculty of Business and Management at Universiti Teknologi Mara. 150 respondents have involved in this survey which was conducted for one week and the data from the questionnaires were analyzed and computed as percentage and mean score. The purpose of this study is to evaluate the customer satisfaction on Bank Rakyat Simpang Tiga branch counter service quality. There were five dimensions to evaluate the customer satisfaction which are tangible, employee behavior, reliability, responsiveness and empathy. From this research, employee behavior and responsiveness is the dimension that contributes most favorable service in quality dimensions. This research also analyzed of critical factors that contributes most to satisfaction. Overall, this study provides a greater knowledge sharing in the subject of Consumer Behaviour whereby which factor will actually drives the students to know the way of improve the service quality and customer satisfaction in the banking line whenever they (students) is working in the bank or other organization that give services.

Keywords: service quality, customer satisfaction, tangible, employee behavior, reliability, responsiveness, empathy, Universiti Teknologi MARA, Kota Samarahan

CHAPTER ONE

1. INTRODUCTION

1.1 Background of Study

Service quality is an assessment of how well a delivered service conforms to the client's expectation. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems and to better access client satisfaction (Parasuraman, 1988). Oliver, 1993 define service quality as the result from customer comparisons between their expectation about the service they will use and their perceptions about the service company.

One of element of successful organization can be shown by the satisfaction of the customer. Customer satisfaction is defined as customer's overall evaluation of the performance of an offering to date, (Johnson, 2005). It is about relationships between customer and product or service and the provider of the products or service. Customer satisfaction is important to the organization to improve their services that been provided to their customers. Satisfied customers are likely to become loyal customers and that means they are also likely to spread positive word of mouth (Oliver, 1993).

Service quality as perceived by customers definitely indicates what is left of previous perception of service quality and the level of their satisfaction with the current performance of the service. This means that satisfaction is an intermediary factor between the previous perceptions of service quality and the present perceptions of it. Mualla, 1998 stated that

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

Literature review is important as a guide for researcher on their research and as viewpoint of the research so that no variable will be missing while the research is being conducted. It will help the researcher to have better understanding over the problems and will come out with better solutions and findings. This literature will cover reviews on the service quality and customer satisfaction.

2.2 Perspective of Service Quality

Crosby (1981) defined Quality as consistency with fixed specifications and this agrees with Karim's definition (1996), who defined Quality as anything that accords with the characteristics of the product to meet the external clients' needs. The product quality differs from service quality because service quality is intangible. Service has different meanings; for example, The American Society for Marketing defines service as activities or benefits that are offered for sale, or that are offered for being related to a particular product. Kotler (2003) defines service as 'any behaviour or act based on a contract between two parties: the provider and the receiver, and the essence of this reciprocal process is intangible. Hakesver (2000) looked at service as a set of economic activities that provide time, location form and psychological benefits.

Beer (2003) defined service as a set of characteristics and overall properties of the service which aim to satisfy the clients and meet their needs. Mohamed & Shirley (2009)