SERVICE QUALITY AND CUSTOMER SATISFACTION: A CASE STUDY OF CUSTOMER SERVICE IN JABATAN PENGANGKUTAN JALAN (JPJ) WPKL

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ABSTRACT

The issue of this report is the customer service of Jabatan Pengangkutan Jalan (JPJ) WPKL which is based on the services given by JPJ WPKL customer service section that I have been position on my bachelor practicum on 26 January 2016 until 13 May 2016.The purpose of this study is to examine the customer service or corporate communication department from JPJ WPKL services to their customers at the counter, telephone-mail and etc.

The methodology to gain the data is by observing all the service quality and customer satisfaction towards JPJ WPKL customer service workforce given to its entire customers from all the segments of customer service. The observation is supported by the secondary data from the section data to complete an efficient report. The expected finding from this study is to gain knowledge on how the service quality of JPJ WPKL customer service can influence customer satisfaction and also to recommended new and more effective customer service for the company to be more successful in the business.

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Not forgetting, to my parents and siblings who have given me the support all through the completion of this project. Your true love and support that had never relinquished since my childhood until now was truly appreciated by me. Because of your support and motivation, I enthusiastic to do all the tasks assigned to me.

Also, not forgotten to all the staffs and officers of JPJ WPKL customer service because gave me chance to show my capability and talents in work place with cheerful and good surroundings place for me. They thought me how to treat customers with friendly, polite, nice word and make customers satisfied with JPJ WPKL customer services.

Besides that, I would like to thank my friends were also having an industrial training this semester. They always give me new information and idea to deal with problem in completing my report. I hope that I can do my best for this assignment and that I have gained more experience and knowledge.

Thank you.

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Chapter 1

Research Overview

1.1 Introduction (An Overview)

This section will present the overview of the research project. The purpose of this study is to measure customers' satisfaction toward JPJ WPKL customer service quality which brief explanation of this chapter consist of background study, company background, problem statement, research questions, research objectives, significant of study, limitation of the study and scope of the study.

1.2 Background of the study

Public sector or government agency is an organization that has wide range of customers that includes community and employees of public or private sector and responsible to provide service as well as information to customers at every level (Zammil&Shammot, 2011). Customer expectation and perception has increase toward customer service quality offered by public agency. Moreover, customer satisfaction is to determine the level of the quality of product and services and as one of the indicators on the performance of public sector service.

Customers have become more aware and demand higher standard of service provided by public sector. Their requirement and expectations are continuously increase which makes service providers has difficulty to measure and manage service effectively. Mohamed (1996) noted that excellence work culture development was launched to institutionalize quality as the lifestyle and to enhance awareness on the importance of giving quality product and services to customers.

The main reasons of this research is to investigate customers satisfaction towards Jabatan Pengangkutan Jalan (JPJ) WPKL customer service quality. This is because, recently we can look from the articles and news that released shows many complaints about customer service from public sector. There are five main factors or dimensions which are tangibility, reliability, responsiveness, assurance and empathy. Usually, these

factors were believed to become important role in forming overall satisfaction of Kuala Lumpur customers toward JPJ WPKL.

1.3 Company background

Jabatan Pengangkutan Jalan was established in 1 April 1946 and responsible to coordinate all aspects of related transportation for entire state. Moreover, with this establishment department, various road transport act was formed as the Road Traffic Ordinance in 1958 and transport act 1987.Futhermore, in 1980 JPJ overloaded with various responsibilities in enhancing the quality of its service because this organization has aims to standardize Malaysia transportation law and to fulfilling its responsibilities.

JPJ is one of Inland parts of the organization under Ministry of Transport Malaysia which responsible for providing counter services for the licensing of vehicles and drivers as well as enforcement of the road transport act 1987 to ensure wisely or prudent drivers and vehicles are secure. Moreover, this public organization providing high quality service, manage revenue collection and enforce the Transport Act in transparently and effectively.

First objectives of JPJ is to establish and regulate the registration and licensing of motor vehicles systematically, integrity and innovative. Second is establish and administer system training, testing and licensing drivers effectively and produce driver comply with the regulations and prudent. Last objectives is to enforce and administer the law of road transport with committed and integrity to produce a society that has a culture of adherence to the rules of the road.

1.3.1 Mission and Vision

Mission statement

Oversees the motor vehicle, the driver and the road so that traffic safety and efficient enforcement and effective service delivery, integrity and high technology to meet customer needs and country along with take care of the welfare and develop the capabilities of the professional staff.

Vision statement

Be a road transport Enforcement Management Organization world class by 2020.

1.3.2 Main function of Jabatan Pengangkutan Jalan

1.3.2.1 Management Department

To align human resource management aspects such as recruitment, appointment, salary and allowances, retirement staffing and SISPEN. Other than that, is to coordinate the general management office includes aspects of hygiene and comfort, management facilities such as vehicles, telephone, water electricity, toilets and a library.

1.3.2.2 Corporate and Research Department

Function is to planning and implements research and carry out improvements on the process and products of the department on an ongoing basis. This department also requires in managing service quality to customers and act as the secretariat for the meetings and programs being implement by the organization and develop the organization and department portal.

1.3.2.3 Finance Department

To manage and supervise the affairs financial administration, logistic, asset finance and the affairs of the annual budget and payment. Other than that is preparing a five-year plan and mid-term review, making coordination and monitoring of development projects.

1.3.2.4 Information Technology Department

To plan and implement data network, Local Area Network (LAN), Wide Area Network (WAN). Moreover, monitor the application of the system of management, knowledge management and service delivery via electronic means.

1.3.2.5 Enforcement Department

Responsible to coordinate and monitor the activities implemented to improve the effectiveness of enforcement of the JPJ 2987/ ALLPKP 1987. Furthermore, this department has to manage activities related to the blacklist, suspension or cancellation of driving license and evaluate programmed or new policy enforcement.

1.3.2.6 Automotive Engineering Department

Monitor and oversee aspects of legislation, technical standards of vehicles and coordinate the quality and standards of inspection at PUSPAKOM. Automotive engineering division also manages aspects of approval change engines and construction plan and as centre for research and development of Automotive Engineering.

1.3.2.7 Vehicle Licensing Department

To manage and monitor new registration, change of ownership, projects e-Government and to update the Act and related rules. In addition, is to coordinate the activities of the registration and licensing of commercial vehicles and manage maintenance of records of vehicles included in the centre of record keeping.

1.3.2.8 Driver Licensing Department

Acts as the secretariat for the meetings of the committee trading driving institute (JKPIM) provide accreditation to driving institute and monitor driver licensing under the scope of the project e- services in line with policy, legislation and agreements.

1.3.2.9 Integrity Department

To conduct audit data system information for driver and vehicle licensing transaction as well as enforcement, store management, and filtering records. Other that that is to investigate cases of wrongdoing in the lawsuit, licensing transactions, and monitor JPJ state and branch offices to ensure compliance to departmental procedures, instructions and circulars.

1.3.2.10 Revenue Department

To planning continuous improvement to diversify the channel receipts over the counter, Portal, Kiosk, ePayment system, eDaftar and change the temporary possession. Besides, implementing of ongoing monitoring of JPJ department, the agent, branch collector and Puspakom to ensure adherence to the circulars, procedures, agreements and instructions.

1.4 Problem Statement

As known, JPJ WPKL is one of government agency that has been assigned by government to provide information and service that not provided by private sector. Challenges face by this government agency is more difficult than private sector in improving service quality as customer service is one of social commitments towards community. Organizations are faced many difficulties or challenges in the area of customer service and service delivery (RBosch, 2005). JPJ WPKL needs to update community perceptions and satisfaction toward JPJ WPKL customer service in order to make sure the organization can sustain their reputation and provide good service quality to customers or society.

This research is to understand factor that can influence in measuring customers satisfaction towards JPJ WPKL customer service quality. Various customer groups might have different perception or opinion on service provided by government agency. Delay in providing service could due to the attitudes of the public staff, bureaucratic delays and complex or rigid procedures. As stated by Mohammed Nor et al (2010), customer service is one of important factors that can contribute to the establishment of credibility and reputation among citizen toward government agencies.

Continues efforts were done to increase the quality of customer services, however there are still complaints and dissatisfaction which has voiced out by the society related to the level of services provided by government agencies. Some main newspapers have highlighted customer complaints from public agency because service quality is not as expected by the customers regarding to their dissatisfaction with service provided (NST&Berita Harian, 2000-2007).

1.5 Research Questions

Research questions are refined statement of specific statement of the problem. In this research, we can identify the three questions to be research and solve. As stated below, the questions are specifically focus on the factors that can influence customers' satisfaction towards JPJ WPKL customer service quality.

1. What is the level of customer satisfaction towards service provided by JPJWPKL customer service?
2. What are the factors that influence customer satisfaction and service quality at JPJWPKL?
3. What are the suggestion and recommendation from customers to improve JPJWPKL customer service?

1.6 Research Objectives

As known, JPJ WPKL is one of public sector that has provided by government to provide diverse range of service to customers that not provided by private sector. Research objectives is the purpose why researcher doing this research..

1. To identify the level of customer satisfaction towards service provided by JPJWPKL customer service.
2. To investigate the most important factor that influence customer satisfaction and service quality at JPJ WPKL.
3. To identify suggestion and recommendation from customers to improve JPJWPKL customer service.

1.7 Significance of the study

This research basically focused on the research and analysis of customer satisfaction towards JPJ WPKL customer service. Furthermore, this research will provide chance and opportunity to JPJ WPKL to improve and learn more about Malaysia customers' satisfaction.

1.7.1 Company

From this study, JPJ WPKL will know the important of customer satisfaction as to enhance customer service quality and can identify which area need to be improvised. Thus, it also very important to employees as they will provide service to customers and can be more understand and concern with customer want by giving sufficient information before customer use service provided.

1.7.2 Researchers

The researcher will able to gain knowledge about service provide by public agencies especially from JPJ when doing this research. Other than that, researcher can gain valuable experience on how to deal with customers, conduct a research and create opportunity for researcher by make himself familiar with working environment while doing practical.

1.7.3 Customers

This research can help the customers to express what they need and expect from JPJWPKL. Moreover, by doing this study customers can also contribute their thought and idea for JPJWPKL to enhance their performance and improve customer service quality. Moreover, all the conflict between customer and service provider can be settled if customer is committed.

1.8 Limitation of the study

There are some limitations or constraints that face by researcher during conduct the study. The following limitations and constraints are:

1.8.1 Accuracy of Data

Most of the data collected through the primary data such questionnaires and this give problem for researcher to determine whether the information given by the respondent is accurate or not. Sometimes they answer with a bias answer to keep their weaknesses and researcher will analyze the information collected from respondent. This research was conducted only in one branch of JPJ, thus may not be generalize to other branches. Therefore, another investigation needs to be done for other branch.

1.8.2 Respondents Cooperation

Respondents do not cooperate with researcher to answer questionnaires given to them. Some of them may just answer the question according to their want without read what is survey about. This will cause the data collected through questionnaire cannot be used and analyze. Moreover, questionnaire that has mistake cannot be used or else it will be problem when researcher analyzing the data collected.

1.8.3 Time Constraint

Time constraint happen when researcher conducts the study, they have a restricted time to ask questions towards public or citizen and at the same time, researcher need to complete research and in the meantime complete workplace task. To overcome this circumstance, researcher needs to have good time management in order to finish both task given and to attain all important information during practical training. In addition, researcher needs to reduce question that they need to ask to respondents by only asking question that straight to primary purpose.

1.9 Scope of the study

The scope of this study focused on customers' satisfaction towards service quality at JPJ WPKL. Researcher was study customers satisfaction in helping JPJ WPKL to enhance their customer service quality. The study coverage was focused only in Kuala Lumpur area and the population is citizen who used service provided at JPJ WPKL. Respondents of the research were chosen among customer that has finishes serve by service provider. The data collected is more valid because customers have experience interacting with staff that provides service to them.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Literature review can be defined as secondary data which can be used to support research with accurate and correct evidence supported by an approved statement through any expert opinion in book they were writing. Various sources of literature review from magazines, internets, newspaper, textbook, article and journal. This chapter will introduce the concepts of customer satisfaction, service quality, customer service and theoretical framework in order to have idea about the study.

2.2 Customer satisfaction

According to Gustafsson (2005), Customer satisfaction is defined as a customer evaluation on overall performance that offers to them time by time. It also has strong positive effect on customer loyalty intentions across a wide range of product and service classes. When performance is not as customers' expectation, they will be dissatisfied with product and service provided. If performance are met or exceeds with perceived expectations, customers will be satisfied.

The SERVQUAL model is common tool used by researcher to measure customer satisfaction. Several of studies find that high level of customer satisfaction can lead to high level of customer loyalty which helps to secure future revenues (Anderson and Sullivan, 1993). Both associated because customer satisfaction is a result of comparing customers' expectations with actual performance from service provider. High customer satisfaction leads to repeat visitation, repeat purchase and word of mouth promotion to others and lead to customer to have good experience by using product or services. Customer that satisfied will show loyalty and provide positive word of mouth about the organization. Customer satisfaction is an evidence to measure how well effective and public service organization itself as well as its system (Kim et al, 2006).

While Lewis et al, (1993) explained that high quality service helps to generate customer satisfaction, loyalty, growth of market share by potential customers, financial performance and improved productivity. Moreover, satisfaction is generally viewed as a wider concept of service quality is a one of component of satisfaction (Zeithaml, 2003). Oliver (1989) stated that satisfaction involves an affective, evaluative or emotional response and added if the performance is less than what customers expect, quality is seen to be low causing in negative disappointment or dissatisfaction. Satisfaction is also known as 'Overall evaluation after purchase' or 'satisfaction is a person's feeling of pleasure or dissatisfaction resulting from contrasting a product or service perceived by performance in relation to the expectation (Kolter, 1997).

Rowley (1998) expressed that customer satisfaction is not only affected by service quality perceptions but also by individual and situational factors and cost. Customer judgments of a product and service attribute or service itself will gives a pleasurable level of utilization related satisfaction as mention by (Oliver, 1997). Even customer satisfaction is very important for any business, however past studies do argue that customer satisfaction is not only attribute to performance a good business, some of attributes that important for business such as brand awareness and loyalty tam et al (2008).

Customer satisfaction is most important goals in marketing and has been considered as important marketing construct (Morganet et al, 2000). According to Mantel (2001), customer satisfaction can be described as the heart of marketing activities and there is probably consumer satisfaction has been recognized as a standout to determinant customer loyalty. Oliver (1993) notice that satisfaction is a decent indicator of purchase behavior as it plays a main role in marketing.

2.3 Service Quality (SERVQUAL)

Teas (1993) has defined service quality gave a comparable meaning in satisfying the customers expectation with the service provided. Same goes with Kandampully (1998) stated similar definition of satisfying the customers' expectations with the service provided. On the other hand, service quality as the level of being able to meet the customers' expectations and to identify their need and wants (Edvardsson, 1998). According to Parasuraman et al (1998) as the overall perfection or excellence of the service based on

customer judgments and experience. He also has built up the instrument called as "SERQUAL" which measures the gap between customer's expectation on service and actual service provided.

The instruments comprises of five service dimensions which is as follow: Tangibility, Reliability, Responsiveness, Empathy and Assurance. Dimension may different from one industry to the other which some may not be important and some dimension is very important (Har, 2008).

i. Tangibility: Appearances of the building and equipment (physical features). The tangibility of service provider can be in form of the facilities and how staffs attract customers (Levitt, 1981).

ii. Reliability: Ability to gives the promises service in exact way. It come from strength of customers support, follow through on promises and staying in business over the years (Sondalini, 2004).

iii. Responsiveness: Willingness to help the customer and to provide right service. According to Sharrieff (2014), Degree of responsiveness in serving customers can be determined by three perspectives: awareness of changes in need of customers, ability of service and sensitivity to customers concern.

iv. Assurance: The employees or worker are polite, proficient and able to create customer confidence and trust toward service. Assurance need to be applied in order to reach the connection of customer satisfaction and service quality. it is set of procedure to optimize performance and provide management guidance (Rouse, 2007).

v. Empathy: The organization places themselves in customer's situation, shows individual enthusiasm to customers, gives individual attention and ability to show attention and personal caring to them. Moreover, it can be defined as seeking understanding in someone lese desire and goals (Sin et al, 2002).

As stated by Bateson et al (1977), services provided are intangible because they are more to performance than objects. Service quality is influenced by process quality, expectation and used their feelings and experience to form a judgment (Chen et al, 2001). Along these lines, it is important for managers who provide product or services to make sure information to meet the customers need (Aigbedo et al, 2004).

Understanding customer satisfaction is important since it has high monetary value for organization that provides service in competitive business environment (Bigne et al, 2003). This statement is supported by Bitner (1990) as he has found that service quality play important role in determinant of customer satisfaction. However, service quality is difficult to measure as it is a common belief that the difference in the attributed to quality by each individual (Ruetzler, 2005).

Akbaba and Kilinc (2001) stated that customer perceptions and satisfaction of service will prescribe the quality of the service they received. If the service provided does not meet requirement or exceed the expectations of customer, then it will be low in perceived service quality and it will be high perceived when service is meet or exceed the expectation. Measure service quality by using SERVQUAL scale is remarkable as it is most common method used to despite all the critism it has received (Yilmaz, 2007).

SERQVUAL tools is used to measure the internal service quality as they trust that service quality should begin internally before it could be stretched out to external customers (Pearson & Cochran, 1997). It also can become a good measurement of service quality as expected and perceived by the external customers as they are end user of the services. Other than that, Winsniewski (2001) added, SERVQUAL scale can be part of pilot study to quantify customer satisfaction as the intermediary to service quality in local area.

2.4 Service Quality in Malaysian Public Service

According to Mohamed (1996), excellence work culture movement was launched to institutionalize quality as enhance awareness and the way of life on the importance of providing product and services in 1989. Total quality management (TQM) is one of concept known as quality work circle was introduced and in early 1992 and followed by clients charter in 1993 and ISO 9000 in 1995 for improving work systems, procedures and counter service to create best practice and public service innovations.

Service quality that provided by public sector is not as expected by customers, delay in providing service could cause from rigid procedures, attitudes of worker and bureaucratic delays. It seems that, TQM, MS 9000 and client's charter practiced in the public sector is not sufficient in providing excellent quality of services to customers or users (Wan Abdul Wahab, 2004). Public sector organization face more challenges than the private sector in enhancing its service quality as customer service is one of important social commitments towards the public.

To achieve this, organization need to complement and cooperate with each other and has to compete at the same time (Rowley, 1988). In addition, they have a variety group of customers such as interest group, people, government and society for their diverse range of service whereby from direct or indirectly for the service (Brysland&Curry, 2001).

These different customer groups may have different opinions in current levels of service provision, therefore, causing extra issues for public sector management in term of making decision on the priorities in customer service performance and improvement (Donnelly & Curry, 1995). By using SERVQUAL model, public sector can distinguish perceptions and expectations of its various customer group perfectly. Therefore it serve as a platform in giving better service for public as they will be more closely match with different various customer group expectations or needs.

SERVQUAL can be used or applied to any different service providers and between carious customers group in different geographical. Despite the fact that service quality might be satisfactory far above desire. It also can analyze shortfall of service in specific dimensions by looking at the gap and expectation score for each dimension and most important to identify dimension as perceived by the customers. By understand the customers' expectation, the public sector able to prioritize which public service area need to improve .Wisniewski & Donelly (1996) stated customers getting involved in the internal service process improve and this comprehension could be changed into a service design and specification which in prompts service quality. On the other hand, private sector objective is to increase its long term survival, profitability and success.

In this way, customers need to prepare to pay in order to obtain good quality of service. It can be conclude, SERQUAL tools has been utilized broadly to measure service

quality in public sector and well suited to evaluating service quality in a public sector context (Brysland & Curry, 2001). Mokhtar & Arawati (2000) has founded that there are limited studies published on service quality in Malaysia public sector that apply SERQUAL tools (Aliah&Tarmizi, 1998).

2.5Service Quality Gap

Based on Parasuraman et al (1988), customers' expectations are what they think and expect a service should offer to them rather that what might be on offer. There are four factors that influence customer expectation which is external communications, past experience, word of mouth and personal needs. Gap can be created if a perception of delivery service is not matched with customer expectations. Five gaps that organizations specifically need to measure and manage to reduce satisfaction and enhance service quality performance.

Gap 1: Gap which is difference between what customers expect and what organization or management perceives of their expectation. Gap at this stage may cause by few research into management structures and customer needs

Gap 2: Gap that between management perception of customers' expectations and the real specifications for service delivery and management need to defining the level of service they believe. It happen when inadequate commitment to service quality or not compatible goal setting by management in the area.

Gap 3: Service performance gap or delivery gap which is difference between service specifications and actual service delivery. This happen due to lack of commitment, staff training and inadequate quality control procedures.

Gap 4: The communication gap is difference between service delivery and external communication with customer such as discrepancy in their advertising or public relations. This gap can lead to dangerously negative perceptions towards organization product and services.

Gap 5: This gap occurs through gap 1 until gap 4 in the process of providing a service to customers and it is about differences between customer expectation and what they perceived. The way to make sure these gaps are closed is through thorough system design, precise communication with customers and well train staff.

2.6 Customer Service

Customer service has been provided in order to facilitate customer in obtaining information about the service provided by organization or asking a question before meet staff at the counter to make transaction. The ideal customer service counter has to be easy for customers to visited and been handled by staff that have qualification, good performance and knowledgeable (JPMM, 1991). Moreover, it should be completed with forms, guide, pamphlet and brochure about the service provided by the organization.

According Ahmad Sarji (1992), Good customer service must have function to make customers simplify get explanation about the services without queuing at counter. Other than that, it can save customers waiting time and time for staff to serve them at counter. This is because, customers has already received brief explanation first from customer service before use service provided. Furthermore, reducing number of customers in queue by isolated customer who is ready to use service with customers who are still not sure what they have to do or need to get service required by organization.

In addition, it must have good and comfortable features especially at foyer with clean environment. This is to make sure customers comfortable with extra facilities provided to them.

2.7 Theoretical Framework

Theoretical framework below shows how service quality (independent variable) will influence the customer satisfaction (dependent variable). The factor or dimensions that included in the customer satisfaction is tangibility, reliability, responsiveness, assurance and empathy. The study purposed that customer satisfaction is important to create a good experience to them and become loyal. Consequently, the theoretical framework for this research study is proposed in the following figure.

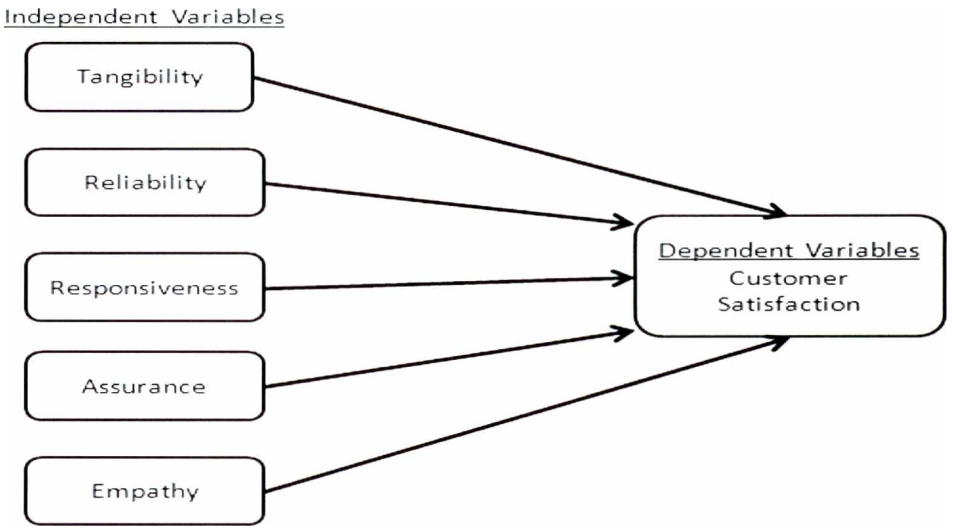

Figure 1: Conceptual Framework of the study

2.8 Hypothesis

H1a: There is significant relationship between tangibility and customer satisfaction.

H2a: There is significant relationship between reliability and customer satisfaction.

H3a: There is significant relationship between responsiveness and customer satisfaction.

H4a: There is significant relationship between assurance and customer satisfaction.

H5a: There is significant relationship between empathy and customer satisfaction.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter reexamine on research methodology and design that are used as a part of completing the research. Research methodology is used by researcher for analyzing data and information that will be used for answering research questions and hypothesis in more orderly and sorted out way. In this chapter it will cover on the subject as research design, sampling design, data collection method and data analysis.

3.2 Research Design

In this topic, descriptive study been used to conduct the study as it accordance with the objective of this study. It also can reflect the issue being discussed which is customer satisfaction toward JPJ WPKL customer service. Descriptive study is used in describing the features of relevant groups such customer of JPJ WPKL in term of gender, age, marital status and so on. It is associated with variables in the objective with descriptive study that depict of relevant aspects, phenomena of interest from an individual, organization and other point of view.

Researcher found that quantitative research is more suitable for this study as quantitative gathered information through structured questions. Therefore, to perform this quantitative research, researcher gathered information by appropriating the surveys or questionnaires to Kuala Lumpur citizen.

Descriptive study is one of important purpose for this research because it able to describe the characteristic of the variables of the interest in a situation (Sekaran&Bougie, 2013). The data that has been gathered through surveys, which it emphasizes to study an accurate profile of an individual to clarify the relationship between the demographic component and those five independent variables with dependent variables.

3.3 Sampling Design

Sampling is a process or technique of selecting a suitable sample, or a representative part of population or a representative of a population for deciding parameter of characteristic of population. This sampling purpose is to create conclusions about the population by only observing sample of the population (Meng, 2013).

3.3.1 Target Population

The target population is referring to the aggregate collection of element or component about which area researchers want to make some inferences (Copper&Schindler, 2002). The target population for this study is society of Kuala Lumpur.

3.3.2 Sampling Size

In this study, total samples of 250 respondents will be selected and chosen to the questionnaire survey. This sample size will be considered suitably. Roscoe (1975) has expressed, "sample size larger than 30 and less than 500 are appropriate and suitable for most research". Similarly, Sekram (1994) agrees that 500 samples are the appropriate upper limit for sample size. He also stated that, "too large a sample (more than 500) could become issues in as much we would be inclined to committing type II error".

The respondents are from customers has used customer service counter in JPJ WPKL. Sample size was taken from customers that which has made transaction at counter especially to customer who has visited customer service counter before go to counter service. Simple random samplings was used in selecting respondent from the customers and by utilize this method, all the target population has equal chance to be selected for answering the survey.

3.3.3 Sampling Technique

Sampling technique purpose is to identify group of cases, members and records constituting a part of the target population to select to represent population. In this technique, the simple random sampling has been used.

3.4 Data Collection Method

The researcher needs a few methods or tools in collecting all the information required. When conducting this research, those methods and tools are to ensure the validity of the information and data plus the accuracy of the result at the end of the researcher (Willey, 2010). Most method that used by researcher to done the study is primary and secondary data.

3.4.1 Research Instrument

This research instrument refers to test elements that were used to utilized and measure to given phenomenon. Questionnaire was used in this research and been designed to concentrate particular data. Survey questions are distributed to the target population to collect information and data. Researcher will make data comparable and responsive to be analyzing, and asking questions as well as to make question is reliable.

All information and data is being collected later will be enter into (Statistical Package for Social Science) SPSS system. It will be utilized to interpret all of the information that has been collected. Good measurement can help researchers to evaluate the characteristics of the objects effectively.

3.4.2 Primary Data

In doing this study, the researcher used the primary data, information gathered by several methods according to the requirement of information needed such as observations and question survey. For this research, questionnaire will be distributed, according to Malhotra (2004), questionnaire is a procedure for information and data collection that consist of question written or verbal that respondents answer. The question is conducted in English language and use methods such as likert scale and multiple choices. The purpose of this questionnaire design is to translate the data needed into a set of question which respondents can answer it easily.

3.4.3 Secondary Data

According to Uma Sekaran (2003), the secondary data used to provide data and information for better understanding of the situational of the study. This data also refer to the data collected by other researcher that conduct current study. Usually this data source from internal and external sources, internal data can be found from company such as annual report, website, pamphlets and company staff. Therefore, for external data it can be collected from articles, journals and website that can be trusted.

3.4.4 Questionnaire

Researcher can get accurate data based on customer or respondent feedback by collect the questionnaire from the sample around JPJ WPKL. The questionnaires were containing questions that related with research in order to gather the data. Researcher will give some information regarding to research and will brief what the objective of this research when distributing questionnaire to respondents. Number of sample the researcher has taken the information from customers of JPJ WPKL and recommended sample size is 250.

3.5. Data Analysis Method

All information and data is being collected will be enter into (Statistical Package for Social Science) SPSS system. It will be utilized to interpret all of the information that has been collected. Good measurement can help researchers to evaluate the characteristics of the objects effectively.

3.5.1 Descriptive analysis

According to Aeker&Kumar (2007), Descriptive analysis is used to describe and summarize the key elements of information that got from the respondents. It regularly uses diagram or visual aids such as chart and graphs to make the reader understanding data distribution. Moreover, in this analysis researcher use descriptive statistics to summarize and describe the data.

In this study, frequencies from this division would generate table of percentage, cumulative percentage and frequency counts for all values allied with that variable. The data usually obtain from nominal variables such as level of income, education, gender and so on (Malhotra, 2006). It is used to report summary data such to measure of central tendency including deviance from mean, correlation between variables, mean mode and median.

As mention by Krathwohl(1993), there are three main purpose of research to describe by using descriptive analysis which is serve to organize the findings in order to fit them with explanations, emerges following creative exploration and validate the explanations.

3.5.2 Scale Measurement

Scale of measurement is used to test the reliability and validity of the data obtained from this research. It can be used to evaluate degree of which measures that are from errors hence yield consistence results. Malhotra (2006) also mention that the validity test can also be used to test on how well an instrument measures the particular concept in order to focus on the stability and consistency in measurement.

There are various scales of measurement as well as scaling technique in measurement. Those measurement can help researcher to evaluate the characteristics or qualities if the item effectively and efficiently. We measure our respondent will fulfill the questionnaire as we expert based on our research objectives. The objective is to identify or measure customer satisfaction towards JPJ WPKL customer service. Moreover, it is to determine he factor of customer dissatisfaction and distinguish the most proficient method or solution to solve it. The questionnaire will be divided into four sections which is:

TABLE 3.5.2.1: SOURCE OF QUESTIONNAIRE ITEMS

Part A	Background Information	Sources
Part B	1.0 Tangibility 1.1Well Dressed 1.2 Equipment and facilities organized 1.3 Comfortable waiting area 1.4 numbering queuing system 2.0 Reliability 2.1 Providing service as promised 2.2 Performed service right 2.3 Performed service efficiently 2.4 shows a sincere interest 3.0 Responsiveness 3.1 Willing to helps customer 3.2 Quick service 3.3 Promptly 4.0 Assurance 4.1 Friendly and courtesy 4.2 Professional in explaining information 4.3 Knowledgeable and dependable 5.0 Empathy 5.1 Listen to the problem 5.2 Using simple language 5.3 Personal attention	Adapted and modified from Cronin and Taylor, 1992 John and Howards, 1998 Sultan and Simson, 2000

Part C	6.0 Customer satisfaction 6.1 Overall operating hours. 6.2 Speed of service 6.3 Facilities at the waiting area 6.4 Overall performance of service quality	Adapted and modified from Sultan and Simson,Jr 2000 Chen and Tin, 2001
Part D	Suggestion and recommendation	

3.6 Inferential Analysis Method

This technique is utilized to explore the relationship between independent variable and ward variable utilizing three kind of factual inferential strategy which are ANOVA (One Route Analysis of Variance), Multiple Regression Analysis and Pearson Correlation

3.6.1 ANOVA

ANOVA (One Route Analysis of Variance) is used to inspect the impact or effect of two non-metric independent variables on a single metric dependent variable (Sekaran&Bougie, 2013). Other than that, it can be easier to use example to represent the data analysis used by ANOVA. And enable researcher to determine the main impact of dependent variable on the level of other independent variables (Toronto Section, 2014).

3.6.2 Regressions Analysis

As indicated by Sekaran&Bougie (2013), expressed that basic idea of regression analysis is comparable with the multiple regression analysis. Basically, regression is used to examine the relationship between variable where researcher make hypotheses on one independent variable that will affect one dependent variable. The model includes the facto as such as tangibility, reliability, responsiveness, a assurance and empathy.

3.6.3 Pearson Correlation Analysis

Pearson Correlation coefficient was used to measure the relationship that exists between dependent and independent variables. Customer satisfaction as dependent variables and independent variables are tangibility, reliability, responsiveness, assurance and empathy. Table below shows the correlation values ranging and the relationship between variables.

TABLE 3.6.3.1: THE CORRELATION VALUE RANGE AND RELATIONSHP

RANGE	RELATIONSHIP BETWEEN VARIABLES
-1 to 1	Perfect negative linear relationship
0	No linear relationship
1	Perfect negative linear relationship

3.7 Pilot study

A pilot study will be conducted to 30 of the respondents to test the reliable test of the questionnaire or survey. Section A of this questionnaire will contain demographic inquiries relating to age, gender and etc. Meanwhile, in section B will require respondent to indicate the levels of the quality. Section C and D will require respondents giving overall satisfaction and comment, suggestion or recommendation in improving customer service. This pilot study is to test the reliability and the legitimacy as to identify mistake or error of the questions in the questionnaires.

3.8 Work Schedule

TABLE 3.8.1: Work Schedule Table

Activity	Number of Months					
	January	February	March	April	May	June
Drafting Report Proposal	XXX	XXX				
Completing Report Proposal			XXX			
Drafting Final Report				XXX		
Completing Final Report				XXX	XXXX	
Preparing final Report, Presentation and Correcting Final Report					XXXX	XXX

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter introduces the finding from quantitative data research whereas it involves customer respond. The purpose of this chapter is to identify and determine the relationship between each dimension involved in understand factor that can influence customer satisfaction. The variables or dimensions are service quality and customer satisfaction. Moreover, the target population, demographic profile and number of respondents are also given in answered survey. Researcher can done analyses to identify the reliability, mean and determine relationship between dependent and independent variables.

4.2 Demographic Profile

The data obtained for demographic profile is from section A of the questionnaires. Section A questions includes demographic factor of respondent such as gender, age, nationality, race, monthly income and occupation.

4.2.1 Gender

Table 4.2.1.1: Gender of respondents

Gender	Frequency	%
Male	138	56.6
Female	106	43.4
Total	244	100

Based on table 4.2.1.1 shows that most of the respondents are from male with 138 respondents (56.6%) and female with 106 respondents (43.4%).

4.2.2 Age

Table 4.2.2.1: Age of respondents group

Age	Frequency	%
18 and below	22	9.0
19-30	119	48.8
31-40	80	32.8
41 and above	23	9.4
Total	244	100

Based on table 4.2.2.1, shows that majority of the respondents age from 19 – 30 years old with 119 respondents (48.8%). Therefore, the lowest age group is from age 18 and below with 22 respondents (9.0%).

4.2.3 Nationality

Table 4.2.3.1: Nationality of respondents

Nationality	Frequency	%
Malaysian	234	95.9
Foreigner	10	4.1
Total	244	100

Table 4.2.3.1 above shows that, majority of nationality is from Malaysian with 234 respondents (95.9%) and only 10 respondents (4.1%) are from foreigner.

4.2.4 Race

Table 4.2.4.1: Race of respondents

Race	Frequency	%
Malay	119	48.8
Chinese	66	27.0
Indian	49	20.1
Others	10	4.1
Total	244	100

Based on the results shows, most of the respondents are Malay with 119 respondents (48.8%). While second is Chinese with 66 respondents (27.0%), third is Indian with 49 respondents (20.1%) and last is from others with 10 respondents (4.1%).

4.2.5 Income

Table 4.2.5.1 Income of respondents

Income	Frequency	%
1000 or less	32	13.1
1001-3000	75	30.7
3001-5000	94	38.5
5001 and above	43	17.6
Total	244	100

Results above shows that the most of respondents income is between Rm3001 - Rm5000 with 94 respondents (38.5). Meanwhile, the lowest income of respondents is Rm1000 and less which is only 32 respondents (13.1%).

4.2.6 Occupation

Table 4.2.6.1: Occupation of respondents

Occupation	Frequency	%
Student	24	9.8
Government	44	18.0
Private	128	52.5
Self Employed	39	16.0
Not Working	9	3.7
Total	244	100

Based on the table shows, most of respondents are working in private sector with 128 respondents (52.5%). Second is from government sector which is 44 respondents (18.0%), third is self employed with 39 respondents (16.0%), fourth is student with 24 respondents (9.8%) and last is only 9 respondents (3.7%) is not working.

4.3 Reliability Analysis

The reliability analysis is one of indicator in measuring customer satisfaction and how well the items measuring a concept to become together as a set. Cronbach's alpha was used to test reliability coefficient that indicates how items in a set are emphatically correlated to each other. Moreover, if the Cronbach's alpha value is higher, it shows good internal consistency among the itemsn (Parasuraman et al, 1991). Hence, it indicates that the data or instrument is good and the data that utilized in this research is reliable. Table below shows how the Cronbach's alpha can be

CRONBACH'S ALPHA RAY	RESULTS
Less than 0.59	Poor
0.60 – 0.69	Acceptable
0.70 – 0.79	Moderate
0.80 – 0.89	Good
0.90 – 0.99	Excellent
1.00	Perfect

4.3.1 Reliability test for each dimension

Table 4.3.1.1: Reliability Analysis

Dimension	Item	I.T.C
Tangibility (Cronbach's Alpha) = .738	1. The staffs are well dressed.	.696
	2. equipments and facilities in JPJ WPKL customer service are organized.	.565
	3. Comfortable waiting area.	.422
	4. JPJ WPKL customer service provides numbering queuing system.	.458
Reliability (Cronbach's Alpha) = .827	5. The staffs performed the taks as they have promised.	.749
	6. The customer service performs service right first time.	.660
	7. Services are provided by JPJ WPKL customer service at the time they promise to do so.	.602
	8. When a customer has a problem, the staffs show a sincere interest in solving it.	.605
Responsiveness (Cronbach's Alpha) = .723	9. The staffs are willing to help customers.	.430
	10. the staffs provide quick service.	.565
	11. The staffs respond to customers request promptly.	.518
	12. Any request by customers are given due attention by customer service.	.555
Assurance (Cronbach Alpha) = .792	13. The staffs are very courteous and friendly.	.689
	14. The staffs are knowedgeable and able to answer customers accurately.	.660
	15. Customers feel comfortable dealing with the workers who are well behaved.	.555
Empathy (Cronbach's Alpha) = .719	16. The staffs give personal attention while serving customers.	.670
	17. The staffs willing to listen to customers problem.	.537
	18. The staffs used language that customers can understand.	.428

Based on table 4.3.1.1, it shows that every factor or dimension in service quality Cronbach's Alpha results. According to the results, shows that reliability dimension has the highest Cronbach's Alpha with 0.827 which mean the dimension is good and suitable to used. Second highest is from assurance with 0.792 which the results is moderate. Follow by tangibility with the results is 0.738, responsiveness with 0.723 and last is empathy with 0.719 which all have moderate results.

4.4 Descriptive Analysis

Descriptive analysis such as mean, minimum, maximum, variance and standard deviation were collected for measure scaled independent and dependent variables. Mean analysis can be used to measure the random variable or tendency by summing all the item or variables in the set and divided by number of items.

4.4.1 Mean Analysis

Table 4.4.1.1: Mean analysis for each dimension

Dimension	Average Mean	N of items
Tangibility	3.48	4
Reliability	3.46	4
Responsiveness	3.47	4
Assurance	3.41	3
Empathy	3.54	3
Customer Satisfaction	3.41	4

Based on the table shows above, Empathy has the highest average mean value compare to the other dimension. Empathy has the highest mean value with 3.54 which mean most of the respondents has agree that customer attitude gave most critical impact in determine factor that can influence customer satisfaction towards JPJ WPKL customer service. As we can see, the second highest mean score is tangibility with mean value is 3.48. Third is responsiveness with the average mean score of 3.47 and fourth is reliability with average mean score of 3.46.

Last dimension with the lowest average mean score is assurance with 3.41 mean score. Since all service quality dimension average mean scores are above 3, this indicates that the dimensions listed are between neutral and reaching agree about factor that can influence customers satisfaction towards JPJ WPKL customer service. Moreover, for customer satisfaction, average mean score is 3.41 which most of customers has answered neutral and slightly agree about all items in independent variables

Table 4.4.1.2: Mean analysis for each independent item or statements

Independent item/statements	Mean	Std. Deviation
1. The staffs are well dressed.	3.48	1.113
2. Equipments and facilities in JPJ WPKL customer service are organized.	3.22	1.139
3. Comfortable waiting area.	3.42	1.005
4. JPJ WPKL customer service provides numbering queuing system.	3.33	.916
5. The staffs performed the task as they have promised.	3.29	1.115
6. The customer service performs service right first time.	3.44	1.130
7. Services are provided by JPJ WPKL customer service at the time they promise to do problem so.	3.51	1.156
8. When a customer has a problem, the staffs show a sincere interest in solving it.	3.62	1.091
9. The staffs are willing to help customers.	3.50	1.120
10. The staffs provide quick service.	3.45	1.271
11. The staffs respond to customers request promptly.	3.40	.957
12. Any requests by customers are given due attention by customer service.	3.53	1.071
13. The staffs are very courteous and friendly.	3.29	1.115
14. The staffs are knowledgeable and able to answer customers accurately	3.44	1.130
15. Customers feel comfortable dealing with the workers who are well behaved.	3.52	1.128
16. The staffs give personal attention while serving customers.	3.48	1.120
17. The staffs willing to listen to customers problem.	3.72	1.139
18. The staffs used language that customers can understand.	3.43	1.001

Based on table above, it shows that all mean scores are above 3 which indicate that all items answered by respondents between neutral and slightly agree. The highest mean value score is the staffs willing to listen to customer problem. Thus, most of respondent has hold with staffs that concern and give attention in listening customers problem and solving their problem. Therefore, the lowest mean scores on the table is equipment and facilities in JPJ WPKL customer service are organized. This means, respondents has answer between neutral and slightly disagree about the facilities and equipments provided in JPJ WPKL customer service.

Table 4.4.1.3: Mean analysis for dependent item or statements

Dependent item/statements	Mean	Std. Deviation
1. I am satisfied with the operating hour of customer service.	3.33	.916
2. I am satisfied with the customer service facilities at the waiting area	3.31	1.051
3. I am satisfied with the speed of the service at the customer service.	3.47	1.079
4. I am satisfied with the overall performance service quality of JPJ WPKL customer service.	3.55	.994

Table 4.4.1.3 shows that the highest mean score is customer has satisfied with the overall performance service quality of JPJ WPKL customer service. This indicates that most of respondent has satisfied with the overall performance from the staffs and service provided by JPJ WPKL customer service. As we can see, all mean score are above 3, it shows that all item in dependent variables answered by respondents is between neutral and slightly agree.

4.5 Pearson Correlations Analysis

In this analysis, a Pearson correlation was used to determine relationship pattern between independent variables towards dependent variables. It also to indicate which independent variable gives more critical impact to dependent variables.

The rule of thumb is used to identify strength of correlation of coefficient, if the r-value or coefficient is between 0.8 to 1.0 its indicate strong relationship, between 0.4-to 0.8 is moderately and strong, lastly is between 0.1 to 0.4 can be assume as weak (David, 1971). Tables 4.5.1 are presented the results for Pearson correlation analysis.

Table 4.5.1: Interpretation of Pearson Correlation Value

Value	Interpretation
0.0 – 0.2	Weak
0.2 – 0.4	Mild
0.4 – 0.6	Moderate
0.6 – 0.8	Moderately Strong
0.8 – 1.0	Strong

Table 4.5.2: Pearson Correlation Analysis Table

		Customer Satisfaction
Customer Satisfaction	Pearson Correlation Sig (2 tailed) N	1 244
Tangibility	Pearson Correlation Sig (2 tailed) N	**.610** .000 244
Reliability	Pearson Correlation Sig (2 tailed) N	**.575** .000 244
Responsiveness	Pearson Correlation Sig (2 tailed) N	**.559** .000 244
Assurance	Pearson Correlation Sig (2 tailed) N	**.646** .000 244
Empathy	Pearson Correlation Sig (2 tailed) N	**.502** .000 244

Based on table 4.5.2 above, by using the Pearson correlation coefficient between tangibility and customer satisfaction the r value is .610 which the coefficient is moderately strong. Therefore, there is a positive and moderately strong relationship between tangibility. Since p value is .000 is less than 0.05, null hypothesis is rejected and H1 is accepted because there is significant relationship between tangibility and customer satisfaction at 0.05 level of significant.

R value for reliability and customer satisfaction is .575 which means both of independent and dependent variables has moderate coefficient. Thus, p value is .000 is less than 0.05, null hypothesis is rejected and accept H2 since there is significant relationship between reliability and customer satisfaction at significance level. Next is Pearson correlation coefficient between responsiveness and customer satisfaction. R value is .559 which there is moderate coefficient between independent and dependent variables. Therefore, null hypothesis is rejected and H3 is accepted because there is significant relationship between responsiveness and customer satisfaction at 0.05 levels of significance.

Pearson correlation coefficient between assurance and customer satisfaction the r value is .646 which means the coefficient is strong based on the results table. Since, there is a positive and strong relationship between assurance and customer satisfaction, null hypothesis is rejected and H4 is accepted. Therefore, there is significant relationship between independent and dependent variables at 0.05 levels of significance. Last is Pearson correlation coefficient between empathy and customer satisfaction with r value is .502 which the coefficient have a moderate relationship. Thus, there is significant relationship between empathy and service quality at 0.05 levels of significance. Since p value is less than 0.05 null hypothesis is rejected and H5 is accepted.

4.6 Regression Analysis

Regression analysis was used to determine strength of relationship between customer satisfaction and factor that can influence customer satisfaction toward JPJ WPKL customer service quality. R square value were used to determine the relationship and how much variance in the dependent variable (customer satisfaction) is possible to be explain by the dependent variables (service quality dimension).

Table 4.6.1: Regression Analysis Table

Model Summary Regression Analysis for Customer Satisfaction									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	Df1	Df2	Sig. Change
1	.730[a]	**.533**	.514	.497	.503	2.679	5	238	.000
(a) Predictors: (Constant), Tangibility, Reliability, Responsiveness, Assurance, Empathy									
(b) Dependent Variable : Customers Satisfaction									

Based on the table 4.6.1 above shows that, 53.3% of variance in the customer satisfaction has been significantly explained by the service quality dimension which is tangibility, reliability, responsiveness, assurance and empathy. Meanwhile, the remaining 46.7% were explained by other factors that not included in the research study.

The relationship between variable (Coefficients[a)]						
Model		Unstandardized Coefficients		**Standardized Coefficients**	t	Sig.
		B	Std.Error	**Beta**		
1	(Constant)	3.198	.295		2.851	.000
	Tangibility	.182	.090	.190	2.026	.000
	Reliability	.289	.213	.352	1.357	.000
	Responsiveness	.083	.090	.091	1.918	.000
	Assurance	.295	.204	**.371**	.1444	.000
	Empathy	.158	.056	.183	2.794	.000
a. Dependent Variable : Customer Satisfaction						

As we can see the table above is to determine the relationship between variable in service quality. Beta in standardized coefficients is used as to compare which one of the independent variables has more effect towards dependent variables. The result show that assurance is the most gave critical effect that leads towards customer satisfaction follow by reliability, tangibility, empathy and responsiveness in this research study.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this chapter, all the findings based on the research objective will be concludes. Moreover, researcher also will provide some recommendation that can help JPJ WPKL in improving customer satisfaction towards JPJ WPKL customer service quality.

5.2 Conclusion

This research study is conducted to determine the relationship between service quality dimension and customer satisfaction toward JPJ WPKL customer service. The factors that influence customer satisfaction toward JPJ WPKL customer service are tangibility, reliability, responsiveness, assurance and empathy. Quantitative data research been used and 250 questionnaires were distributed to JPJ WPKL customers. However, only 244 questionnaires are completed and useable.

Simple random sampling was used in selecting respondent from customer which means all target population has a equal chance to be selected for answering survey from researcher. Demographic analysis is to do frequency or descriptive analysis which is to determine respondents gender, age, race, monthly income, nationality and occupation.

Pilot study is conducted to test the reliability of the questionnaires. Reliability analysis has used for this study and Cronbach's Alpha value as indicators in measuring how well the attributes or item in a set are correlated to each other. In this research, all five items in independent variables (tangibility, reliability, responsiveness, assurance and empathy) and dependent variables (customer satisfaction) are correlate to each other and acceptable with all value is more than 0.7. Furthermore, from the results we can see good internal consistency among the items.

Mean analysis is to measure scale independent and dependent variables. As the results for independent variables mean, the most critical dimension is empathy with the highest mean average score of 3.54. Moreover, all dimensions in service quality scores are above 3, it shows that all dimension listed are between neutral and slightly agree. Other than that, mean analysis score for dependent variables shows that most of respondent has satisfied with overall performance from staff and service provided in JPJ WPKL customer service because this item has the highest mean score.

Pearson Correlation analysis is to study relationship pattern between independent and dependent variables. Based on the result in this research, all dimensions in service quality have a strong and positive correlation relationship with customer satisfaction. Coefficient between assurance and customer satisfaction has highest score with r value is .646. This is because, staff of JPJ WPKL willing to listen to customer problem and have the ability to understand customer want and fulfill their requirement. Since all dimensions have significant relationship, null hypothesis is rejected and Ha is accepted.

Regression analysis is used to determine relationship between independent and dependent variables and to understand how service quality dimensions will predict the value of customer satisfaction. Based on the results, 53.3% of dependent variables (customer satisfaction) can be explained by the independent variables (service quality dimension). Apart from that which is 46.7% were explained by other factors. In addition, the results between variable in regression analysis has show that assurance has most effect towards dependent variables. This is happened because customers feel comfortable when dealing with the staffs that are well behaved, courteous and friendly to them.

As whole, based on the findings and analysis that researcher has done in previous chapter, it can be conclude that there is significant relationship between service quality dimension which is tangibility, reliability, responsiveness, assurance and empathy toward customer satisfaction. All this dimensions consider very important to understand which factor that can influence customer satisfaction the most towards JPJ WPKL customer service.

5.3 Recommendation

5.3.1 Provide numbering queuing system.

Queuing system is very important for all public sectors because it will reflect the efficiency and effectiveness of the organization on how they manage their front line service. JPJ WPKL customer service must provide numbering queuing system in order to make customer queuing become more systematic. This is because when there is numbering system for customers, they will be more organized when to make deals at counter service. Furthermore, customer service centre will not crowd during peak hours when JPJ WPKL customer service provides numbering queuing system for customers.

5.3.2 Provide large space for customer comfort

JPJ WPKL customer service must make sure customer feel comfortable while waiting to be served. By providing larger space in waiting area, enough seat and clean environment, it will make them feel very comfort in the customer service waiting area. Example when session to meet director of JPJ WPKL, customer service area will be crowded with customers while waiting their turn to be serve. Therefore, when waiting space is not enough, JPJ WPKL customer service environment become noisy because there are many customers in small space and it can make customers and staffs feel not comfortable when make a deal.

5.3.3 Provide enough staff to be in charge at the counter service

Sometimes during peak hours, customers tend to come at the same time in large number. Therefore, there need to be more staffs to be in charge at counter service during peak hours. Even there are two staffs who has in charge at the counter, JPJ WPKL must provide one more staff as a backup when peak hours to make sure customers waiting time can be reduced and solve their problem effectively.

5.3.4 Provide suggestion box for customer to give feedback

Suggestion box for customer also one of method on how JPJ WPKL can improvise their customer service in order to make customer feel satisfied when dealing with staffs. In addition, customers also can give their new idea or thought for JPJ WPKL to improvise which area that customers has complaint from suggestion box. By doing this, JPJ WPKL can increase customer level of satisfaction and improve anything that related with service quality.

5.3.5 Regular monitoring by top superior

Top management also play important role in order to improve JPJ WPKL customer service. Example, by continuous monitoring from top manager, they can identify which area of customer service centre need to be improved or upgraded to meet customer satisfaction. Thus, performance of staffs also may be improved as top manager frequently communicate with staffs and give encouragement and motivation them while dealing with customers.

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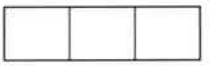
APPENDICES



UNIVERSITI TEKNOLOGI MARA KAMPUS KOTA SAMARAHAN

SERVICE QUALITY AND CUSTOMER SATISFACTION: A CASE STUDY OF CUSTOMER SERVICE IN JABATAN PENGANGKUTAN JALAN (JPJ) WPKL

Dear Respondents,

I am currently pursuing a Bachelor of Business Administration (Hons.) in Marketing at Universiti Teknologi MARA (UiTM) Sarawak, Kota Samarahan campus. I am conducting a research to determine the service quality of the customer service in JPJ WPKL and its relation to customers' satisfaction.

You are invited to answer this questionnaire and all information will be kept confidential for academic purpose. Your feedback is very meaningful to me and would greatly contribute to the success of this study. Thank you for your time to answer the questions.

MOHD ISKANDAR: 017 605-2997

SECTION A: BACKGROUND INFORMATION

Please tick (√) in the space provided to indicate your responses

1. Gender: Male ☐ Female	2. Age: 18 and below ☐ 19 - 30 31 - 40 41 and above	3. Nationality: Malaysian ☐ Foreigner
4. Race: Malay ☐ Chinese Indian Others	5. Monthly Income (RM): 1000 or less ☐ 1001 - 3000 3001 - 5000 5001 and above	6. Occupation: Student ☐ Government Sector Private Sector Self-employed Not working

SECTION B: SERVICE QUALITY

Kindly indicate your degree of agreement on the following statement by circling the most suitable number based on the scale of 1-5, in order to describe the service quality.

Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree
1	2	3	4	5

	Tangibility	Circle one only				
1	The staffs are well dressed.	1	2	3	4	5
2	Equipments and facilities in customer service are organized.	1	2	3	4	5
3	Comfortable waiting area.	1	2	3	4	5
4	Customer service provides numbering queuing system.	1	2	3	4	5

	Reliability	Circle one only				
5	The staffs performed the tasks as they have promised.	1	2	3	4	5
6	The customer service performs service right first time.	1	2	3	4	5
7	Services are provided by customer service at the time they promise to do so.	1	2	3	4	5
8	When a customer has a problem, the customer service shows a sincere interest in solving it	1	2	3	4	5

	Responsiveness	Circle one only				
9	The staffs are always willing to help customers.	1	2	3	4	5
10	The staffs provide quick service.	1	2	3	4	5

11	The staffs respond to customers request promptly.	1	2	3	4	5
12	Any requests by customers are given due attention by customer service.	1	2	3	4	5

	Assurance	Circle one only				
13	The staffs are very courteous and friendly.	1	2	3	4	5
14	The staffs are knowledgeable and able to answer customers accurately.	1	2	3	4	5
15	Customers feel comfortable dealing with the workers who are well behaved.	1	2	3	4	5

	Empathy	Circle one only				
16	The staffs give personal attention while serving customers.	1	2	3	4	5
17	The staffs willing to listen to customers problem.	1	2	3	4	5
18	The staffs used language that customers can understand.	1	2	3	4	5

SECTION C: CUSTOMER SATISFACTION

Please indicate your degree of agreement on the following statements by circling the most suitable number to describe your level of satisfaction towards JPJ WPKL customer service

Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree
1	2	3	4	5

	Customer Satisfaction	Circle one only				
1	I am satisfied with the operating hour of customer service.	1	2	3	4	5
2	I am satisfied with the customer service facilities at the waiting area.	1	2	3	4	5
3	I am satisfied with the speed of the service at the customer service.	1	2	3	4	5
4	I am satisfied with the overall performance service quality of JPJ WPKL customer service.	1	2	3	4	5

SECTION D: OPEN-ENDED QUESTION

Overall, how would you rate your level of satisfaction? Kindly circle your answer.

1	2	3	4	5	6	7	8	9	10

Please give your suggestions or recommendation on how the JPJ WPKL customer service could be further improved to provide better service to customers?

THANK YOU

SERVICE QUALITY AND CUSTOMER SATISFACTION: A CASE STDUY OF CUSTOMER SERVICE IN JPJ WPKL

by Mohd Iskandar Lamat

SERVICE QUALITY AND CUSTOMER SATISFACTION: A CASE STUDY OF CUSTOMER SERVICE IN JPJWPKL

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Reliability

Notes

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Syntax		RELIABILITY /VARIABLES=BT1 BT2 BT3 BT4 /SCALE('TANGIBILITYr') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS COV CORR.
Resources	Processor Time	00:00:00.031
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[DataSet0] C:\Users\Acer\Desktop\iskandarudin.sav

Scale: TANGIBILITYr

Case Processing Summary

		N	%
Cases	Valid	244	100.0
	Excluded[a]	0	.0
	Total	244	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.738	.735	4

Item Statistics

	Mean	Std. Deviation	N
BT1	3.48	1.113	244
BT2	3.22	1.139	244
BT3	3.42	1.005	244
BT4	3.33	.916	244

Inter-Item Correlation Matrix

	BT1	BT2	BT3	BT4
BT1	1.000	.614	.462	.445
BT2	.614	1.000	.291	.382
BT3	.462	.291	1.000	.263
BT4	.445	.382	.263	1.000

Inter-Item Covariance Matrix

	BT1	BT2	BT3	BT4
BT1	1.238	.778	.517	.453
BT2	.778	1.298	.334	.399
BT3	.517	.334	1.010	.242
BT4	.453	.399	.242	.840

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N
Item Means	3.488	3.332	3.717	.385	1.116	.027	
Inter-Item Covariances	.454	.242	.778	.536	3.215	.031	
Inter-Item Correlations	.409	.263	.614	.351	2.336	.015	

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BT1	10.47	5.098	.696	.496	.574
BT2	10.23	5.513	.565	.391	.660
BT3	10.53	6.637	.422	.218	.737
BT4	10.62	6.805	.458	.221	.718

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.95	9.833	3.136	4

Reliability

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=BR5 BR6 BR7 BR8 /SCALE('RELIABILITYr') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS COV CORR.
Resources	Processor Time	00:00:00.000
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[DataSet0] C:\Users\Acer\Desktop\iskandarudin.sav

Scale: RELIABILITYr

Case Processing Summary

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Cases	Valid	244	100.0
	Excluded[a]	0	.0
	Total	244	100.0

Case Processing Summary

		N	%
Cases	Valid	244	100.0
	Excluded[a]	0	.0
	Total	244	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.827	.827	4

Item Statistics

	Mean	Std. Deviation	N
BR5	3.29	1.115	244
BR6	3.44	1.130	244
BR7	3.51	1.156	244
BR8	3.62	1.091	244

Inter-Item Correlation Matrix

	BR5	BR6	BR7	BR8
BR5	1.000	.665	.545	.611
BR6	.665	1.000	.520	.463
BR7	.545	.520	1.000	.466
BR8	.611	.463	.466	1.000

Inter-Item Covariance Matrix

	BR5	BR6	BR7	BR8
BR5	1.244	.838	.703	.744
BR6	.838	1.277	.679	.571
BR7	.703	.679	1.337	.587
BR8	.744	.571	.587	1.191

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N
Item Means	3.466	3.291	3.623	.332	1.101	.019	
Inter-Item Covariances	.687	.571	.838	.267	1.468	.009	
Inter-Item Correlations	.545	.463	.665	.202	1.436	.006	

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BR5	10.57	7.480	.749	.578	.737
BR6	10.42	7.842	.660	.478	.778
BR7	10.36	8.016	.602	.364	.806
BR8	10.24	8.299	.605	.400	.803

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.86	13.294	3.646	4

Reliability

Notes

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	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=BRE9 BRE10 BRE11 BRE12 /SCALE('RESPONSIVENESSr') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS COV CORR.
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[DataSet0] C:\Users\Acer\Desktop\iskandarudin.sav

Scale: RESPONSIVENESSr

Case Processing Summary

		N	%
Cases	Valid	244	100.0
	Excluded[a]	0	.0
	Total	244	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.723	.727	4

Item Statistics

	Mean	Std. Deviation	N
BRE9	3.50	1.120	244
BRE10	3.45	1.271	244
BRE11	3.40	.957	244
BRE12	3.53	1.071	244

Inter-Item Correlation Matrix

	BRE9	BRE10	BRE11	BRE12
BRE9	1.000	.376	.363	.292
BRE10	.376	1.000	.390	.521
BRE11	.363	.390	1.000	.455

Inter-Item Correlation Matrix

	BRE9	BRE10	BRE11	BRE12
BRE9	1.000	.376	.363	.292
BRE10	.376	1.000	.390	.521
BRE11	.363	.390	1.000	.455
BRE12	.292	.521	.455	1.000

Inter-Item Covariance Matrix

	BRE9	BRE10	BRE11	BRE12
BRE9	1.255	.535	.389	.350
BRE10	.535	1.615	.474	.709
BRE11	.389	.474	.915	.466
BRE12	.350	.709	.466	1.147

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N
Item Means	3.470	3.398	3.533	.135	1.040	.003	
Inter-Item Covariances	.487	.350	.709	.360	2.028	.015	
Inter-Item Correlations	.399	.292	.521	.230	1.788	.006	

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BRE9	10.38	6.978	.430	.198	.709
BRE10	10.43	5.728	.565	.339	.631
BRE11	10.48	7.205	.518	.279	.664
BRE12	10.35	6.582	.555	.348	.637

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.88	10.780	3.283	4

Reliability

Notes

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	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
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Resources	Processor Time	00:00:00.000
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[DataSet0] C:\Users\Acer\Desktop\iskandarudin.sav

Scale: ASSURANCEr

Case Processing Summary

		N	%
Cases	Valid	244	100.0
	Excluded[a]	0	.0
	Total	244	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.792	3

Item Statistics

	Mean	Std. Deviation	N
BA13	3.29	1.115	244
BA14	3.44	1.130	244
BA15	3.52	1.128	244

Inter-Item Correlation Matrix

	BA13	BA14	BA15
BA13	1.000	.665	.525
BA14	.665	1.000	.489
BA15	.525	.489	1.000

Inter-Item Covariance Matrix

	BA13	BA14	BA15
BA13	1.244	.838	.660
BA14	.838	1.277	.622
BA15	.660	.622	1.271

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N
Item Means	3.417	3.291	3.516	.225	1.068	.013	
Inter-Item Covariances	.707	.622	.838	.215	1.346	.011	
Inter-Item Correlations	.559	.489	.665	.176	1.361	.007	

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BA13	6.96	3.793	.689	.494	.656
BA14	6.81	3.835	.660	.469	.688
BA15	6.73	4.196	.555	.310	.799

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.25	8.032	2.834	3

Reliability

Notes

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Comments		
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	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=BE16 BE17 BE18 /SCALE('EMPATHYr') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS COV CORR.
Resources	Processor Time	00:00:00.078
	Elapsed Time	00:00:00.063

[DataSet0] C:\Users\Acer\Desktop\iskandarudin.sav

Scale: EMPATHYr

Case Processing Summary

		N	%
Cases	Valid	244	100.0
	Excluded[a]	0	.0
	Total	244	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.719	.717	3

Item Statistics

	Mean	Std. Deviation	N
BE16	3.48	1.120	244
BE17	3.72	1.139	244
BE18	3.43	1.001	244

Inter-Item Correlation Matrix

	BE16	BE17	BE18
BE16	1.000	.604	.468
BE17	.604	1.000	.300
BE18	.468	.300	1.000

Inter-Item Covariance Matrix

	BE16	BE17	BE18
BE16	1.255	.771	.525
BE17	.771	1.296	.341
BE18	.525	.341	1.003

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N
Item Means	3.541	3.426	3.721	.295	1.086	.025	
Inter-Item Covariances	.546	.341	.771	.429	2.257	.037	
Inter-Item Correlations	.457	.300	.604	.305	2.018	.019	

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BE16	7.15	2.982	.670	.456	.458
BE17	6.90	3.307	.537	.366	.635
BE18	7.20	4.093	.428	.219	.753

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.62	6.828	2.613	3

Reliability

Notes

Output Created		02-Jun-2016 20:39:02
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CCS1 CCS2 CCS3 CCS4 /SCALE('CUSTOMERSATISFACTION') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS COV CORR.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.000

[DataSet0] C:\Users\Acer\Desktop\iskandarudin.sav

Scale: CUSTOMERSATISFACTION

Case Processing Summary

		N	%
Cases	Valid	244	100.0
	Excluded[a]	0	.0
	Total	244	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.727	.728	4

Item Statistics

	Mean	Std. Deviation	N
CCS1	3.33	.916	244
CCS2	3.31	1.051	244
CCS3	3.47	1.079	244
CCS4	3.55	.994	244

Inter-Item Correlation Matrix

	CCS1	CCS2	CCS3	CCS4
CCS1	1.000	.443	.425	.326
CCS2	.443	1.000	.387	.358
CCS3	.425	.387	1.000	.464
CCS4	.326	.358	.464	1.000

Inter-Item Covariance Matrix

	CCS1	CCS2	CCS3	CCS4
CCS1	.840	.427	.420	.297
CCS2	.427	1.104	.438	.374
CCS3	.420	.438	1.164	.498
CCS4	.297	.374	.498	.989

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N
Item Means	3.416	3.311	3.553	.242	1.073	.013	
Inter-Item Covariances	.409	.297	.498	.201	1.675	.004	
Inter-Item Correlations	.401	.326	.464	.138	1.423	.003	

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CCS1	10.33	5.877	.515	.279	.669
CCS2	10.35	5.423	.507	.268	.672
CCS3	10.20	5.130	.555	.318	.642
CCS4	10.11	5.679	.493	.260	.679

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.66	9.006	3.001	4

Regression

Notes

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	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CS /METHOD=ENTER TangibilityR ReliabilityR ResponsivenessR AssuranceR EmpathyR /RESIDUALS DURBIN HIST(ZRESID).
Resources	Processor Time	00:00:00.608
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	Memory Required	3276 bytes
	Additional Memory Required for Residual Plots	296 bytes

[DataSet0] C:\Users\Acer\Desktop\iskandarudin.sav

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	EmpathyR, ReliabilityR, TangibilityR, ResponsivenessR, AssuranceR[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CS

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statis		
					R Square Change	F Change	df1
1	.730[a]	.533	.514	.497	.503	2.679	

a. Predictors: (Constant), EmpathyR, ReliabilityR, TangibilityR, ResponsivenessR, AssuranceR

b. Dependent Variable: CS

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.288	5	1.458	2.679	.022[a]
	Residual	129.489	238	.544		
	Total	136.778	243			

a. Predictors: (Constant), EmpathyR, ReliabilityR, TangibilityR, ResponsivenessR, AssuranceR

b. Dependent Variable: CS

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	3.198	.295		2.851	.000
	TangibilityR	.182	.090	.190	2.026	.000
	ReliabilityR	.289	.213	.352	1.357	.000
	ResponsivenessR	.083	.090	.091	1.918	.000
	AssuranceR	.295	.204	.371	1.444	.000
	EmpathyR	.158	.056	.183	2.794	.000

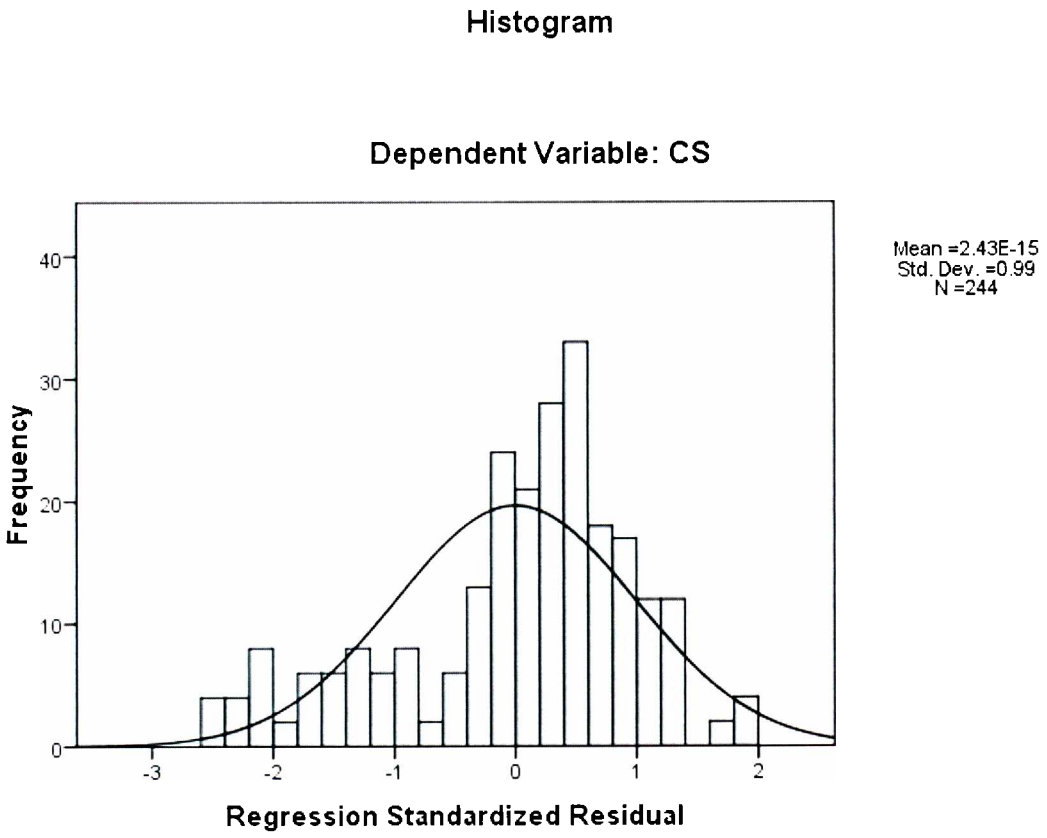
a. Dependent Variable: CS

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.81	3.79	3.42	.173	244
Residual	-1.812	1.460	.000	.730	244
Std. Predicted Value	-3.505	2.163	.000	1.000	244
Std. Residual	-2.456	1.979	.000	.990	244

a. Dependent Variable: CS

Charts


Histogram
Dependent Variable: CS
Mean =2.43E-15
Std. Dev. =0.99
N =244
Frequency
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30
20
10
0
-3
-2
-1
0
1
2
Regression Standardized Residual

Frequencies

Notes

Output Created		03-Jun-2016 13:59:00
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Gender Age Nationality Race Income Occupation /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.008

[DataSet1] C:\Users\Acer\Desktop\iskandarudin.sav

Statistics

		Gender	Age	Nationality	Race	Income	Occupaction
N	Valid	244	244	244	244	244	244
	Missing	0	0	0	0	0	0

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	138	56.6	56.6	56.6
	female	106	43.4	43.4	100.0
	Total	244	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 and below	22	9.0	9.0	9.0
	19-30	119	48.8	48.8	57.8
	31-40	80	32.8	32.8	90.6
	41 and above	23	9.4	9.4	100.0
	Total	244	100.0	100.0	

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malaysian	234	95.9	95.9	95.9
	Foreigner	10	4.1	4.1	100.0
	Total	244	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	119	48.8	48.8	48.8
	Chinese	66	27.0	27.0	75.8
	Indian	49	20.1	20.1	95.9
	Others	10	4.1	4.1	100.0
	Total	244	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000 or less	32	13.1	13.1	13.1
	1001-3000	75	30.7	30.7	43.9
	3001-5000	94	38.5	38.5	82.4
	5001and above	43	17.6	17.6	100.0
	Total	244	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	24	9.8	9.8	9.8
	Goverment	44	18.0	18.0	27.9
	Private	128	52.5	52.5	80.3
	Self Employed	39	16.0	16.0	96.3
	Not Working	9	3.7	3.7	100.0
	Total	244	100.0	100.0	

Correlations

Notes

Output Created		04-Jun-2016 01:45:08
Comments		
Input	Data	C:\Users\Acer\Desktop\iskandarudin.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	244
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=CS TangibilityR ReliabilityR ResponsivenessR AssuranceR EmpathyR /PRINT=TWOTAIL NOSIG /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.032
	Elapsed Time	00:00:00.025

[DataSet1] C:\Users\Acer\Desktop\iskandarudin.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CS	3.42	.750	244
TangibilityR	3.49	.784	244
ReliabilityR	3.47	.912	244
ResponsivenessR	3.47	.821	244
AssuranceR	3.42	.945	244
EmpathyR	3.54	.871	244

Correlations

		CS	TangibilityR	ReliabilityR	ResponsivenessR	A
CS	Pearson Correlation	1	.610	.575	.559	
	Sig. (2-tailed)		.000	.000	.000	
	N	244	244	244	244	
TangibilityR	Pearson Correlation	.610	1	.650**	.501**	
	Sig. (2-tailed)	.000		.000	.000	
	N	244	244	244	244	
ReliabilityR	Pearson Correlation	.575	.650**	1	.688**	
	Sig. (2-tailed)	.000	.000		.000	
	N	244	244	244	244	
ResponsivenessR	Pearson Correlation	.559	.501**	.688**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	244	244	244	244	
AssuranceR	Pearson Correlation	.646	.629**	.674**	.681**	
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	244	244	244	244	
EmpathyR	Pearson Correlation	.502*	.600	.521	.696	
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	244	244	244	244	

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		CS	TangibilityR	ReliabilityR	ResponsivenessR	A
CS	Pearson Correlation	1	.610	.575	.559	
	Sig. (2-tailed)		.000	.000	.000	
	N	244	244	244	244	
TangibilityR	Pearson Correlation	.610	1	.650**	.501**	
	Sig. (2-tailed)	.000		.000	.000	
	N	244	244	244	244	
ReliabilityR	Pearson Correlation	.575	.650**	1	.688**	
	Sig. (2-tailed)	.000	.000		.000	
	N	244	244	244	244	
ResponsivenessR	Pearson Correlation	.559	.501**	.688**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	244	244	244	244	
AssuranceR	Pearson Correlation	.646	.629**	.674**	.681**	
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	244	244	244	244	
EmpathyR	Pearson Correlation	.502*	.600	.521	.696	
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	244	244	244	244	

**. Correlation is significant at the 0.01 level (2-tailed).

Frequencies

Notes

Output Created		04-Jun-2016 04:43:44
Comments		
Input	Data	C:\Users\Acer\Desktop\iskandarudin.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	244
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=D1 D2 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.016
	Elapsed Time	00:00:00.012

[DataSet1] C:\Users\Acer\Desktop\iskandarudin.sav

Statistics

		D1 Range	D2 OEQ
N	Valid	244	244
	Missing	0	0

Frequency Table

D1 Range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	.8	.8	.8
	3	10	4.1	4.1	4.9
	4	28	11.5	11.5	16.4
	5	42	17.2	17.2	33.6
	6	54	22.1	22.1	55.7
	7	55	22.5	22.5	78.3
	8	38	15.6	15.6	93.9
	9	11	4.5	4.5	98.4
	10	4	1.6	1.6	100.0
	Total	244	100.0	100.0	

D2 OEQ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tangibility	35	14.3	14.3	14.3
	Reliability	31	12.7	12.7	27.0
	Responsiveness	68	27.9	27.9	54.9
	Assurance	26	10.7	10.7	65.6
	Empathy	84	34.4	34.4	100.0
	Total	244	100.0	100.0	