



**SERVICE QUALITY, CUSTOMER SATISFACTION  
AND PURCHASE INTENTION : A Study On Shopping  
Centre In Sarawak**

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

This chapter will explain background of the study, problem statement, objectives of the study, research questions, significance of the study, and limitation of the study.

### 1.1 Background of the Study

In today's increasingly competitive market, the bottom line of a firm's marketing strategies and tactics is to make profits and contribute to the growth of the company. Therefore, supermarket is one of the major movers in agrifood market today. In Malaysia, there are several supermarkets such as Giant, Jaya Jusco, The Store, Carrefour, Mydin and Cold Storage (Nor Khalidah and Rosmimah, 2008). Service quality, customer satisfaction and purchase intention are global issues that can affect all organizations, whether it large or small, profit or non-profit, and global or local (Yap and Kew, 2008).

Thus, Zain and Rejab (1989) assumed that household income can influence consumers' attraction to the different types of outlets. Again, that is strong relationship between customer satisfaction and purchase intention as one of the key performance of the company to attract customers (Kaplan and Norton, 2001). Similarly, quality of the service and customer satisfaction has long been recognized as playing a crucial role for success and survival in today's competitive market. Moreover, customer satisfaction and purchase intention also as a key important part to make customer re-patronage.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Introduction

This chapter will discuss the definition of customer, customer satisfaction, service quality, purchase intention, Customer Satisfaction based on Service Quality, the relationship between Customer Satisfaction and Purchase Intention and research framework of the study.

#### 2.1 Definition of Customer

Customer can be defined as people and organization in the environment that acquire goods and services from an organization (Daft and Marcic, 1998). According to Han and Leong (1996), customer is a people who require the needs either in physical information or service. Customer can also be classified as external customer and internal customer. External customer is people who pay to use the product or consume the organization service.

Moreover, the term “customer” is typically used to refer to someone who purchases from a particular store or company. While, the term “consumer” more generally refers to anyone engaging in any of the activities used in our definition of consumer behaviour (AC Nielson, 2009). Therefore, a customer is defined in terms of a specific firm while a consumer is not.

## CHAPTER 3

### RESEARCH METHODOLOGY AND DESIGN

#### 3.0 Introduction

This chapter will discuss about research design, location of the study, population and sampling data, sources of data, conceptual framework, questionnaire design, data analysis and the conclusion of the study.

#### 3.1 The Data Collection

##### 3.1.1 Sources of Data

Based on this section, normally data can be collected from two sources, which are primary data and secondary data. In this research, data had been done from the primary source.

##### i. Primary Data

In primary data collection, the data collected by the researcher is unique and no one else has access to it (Burns and Bush, 2003). There are many methods of collecting the primary data such as questionnaires, interviews, focus group, observation, case-studies, diaries, critical incidents and also portfolios.