# MEASURING PERCEIVED SERVICE QUALITY USING SERVQUAL: A CASE STUDY OF PROGRAM TECHNORAMA-IT PROVIDED BY IT ADVANCEMENT SECTION (KIT) at RURAL AREA OF SABAH (NABAWAN)

## MOHAMMAD ZULIKIFLEE BIN YUSOF
## (2013916855)

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU, SABAH

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# ABSTRACT

## Purpose

This research is conducted to identify what are the factors and the most importance factor influencing the participant perceived service quality towards program of technorama-iT that provided by IT Advancement Section (KIT) at rural area of Sabah (Nabawan) by using SERVQUAL dimension model such as Responsiveness, Tangibles, Reliability, Assurance and Empathy.

## Design/ Methodology/ Approach

The Researcher distributed the questionnaire with sampling size 80 respondents to take part in this survey. The completion of data helps the researcher to key in the data and analyses the data through Statistical Package for the Social Science (SPSS) version 21.0 to find out the finding on this study.

## Findings

By using the multiple regressions, all of the variables are provide a significant which all the independent variable, such empathy have a significant relationship with dependent variable with the significant value is less than 0.01. The result also show some of the weakest that need to be improved by the programmer such as responsiveness, tangible, reliability and assurance to ensure the goals can be achieved.