



**SERVICE QUALITY AND CUSTOMER
SATISFACTION:**

**A STUDY OF HOUSE RENTING COLLECTION
COUNTER AT SARAWAK TIMBER INDUSTRY
DEVELOPMENT CORPORATION TANJUNG
MANIS, MUKAH**

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JULY 2013

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CHAPTER 1

1.0 INTRODUCTION

- 1.1 SARAWAK TIMBER INDUSTRY DEVELOPMENT CORPORATION (STIDC) also known as PUSAKA was established in June 1973 under the Perbadanan Perusahaan Kemajuan Kayu Sarawak Ordinance 1973.

Its incorporation was initiated following the recommendation of the Food and Agriculture Organization (FAO) of the United Nations, which conducted a comprehensive forest inventory in the state from 1968 to 1972.

The function would be to stimulate by all possible means the planned expansion of wood-based industries throughout Sarawak at a rate consistent with the overall interest of the economy, the availability of capital and the technical expertise and effective management of the forest resources.

CHAPTER 2

2.0 LITERATURE REVIEW

2.1 Service Quality

Service quality is one of the most researched topics in the area of service marketing. Service quality has been defined as the difference between customers' expectations for service performance prior to the service encounter and their perceptions of the service received (Asubonteng et al., 1996). When performance does not meet expectations, quality is judged as low and when performance exceeds expectations, the evaluation of quality increases. Thus, in any evaluation of service quality, customers expectation are keys to that evaluation. Moreover, Asubonteng et al., (1996) suggest that as service quality increases, satisfaction with the service and intentions to reuse the service increase.

Traditionally, service quality has been conceptualized as the difference between customer expectations regarding a service to be received and perceptions of the service being received (Gronroos, 2001; Parasuraman, Zeitham1, & Berry, 1988). In some earlier studies, service quality has been referred as the extent to which a service meets customers need or expectations (Lewis & Mitchell, 1990;

CHAPTER 3

3.0 RESEARCH METHODOLOGY AND DESIGN

3.1 Primary Data Collection

Data will be collected from questionnaires, personal/public observation and personal interview. During the personal interview, the customer will be asking on their view based on observation apart from filling-in the questionnaires.

3.1.1. Questionnaires

The questions are short, simple and direct to the point without any unnecessary words. The words and phrases are unambiguous and familiar to the respondents no vacuous words and phrases. The questions are addressed to a single issue.

The questions were designed to capture the five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. The question is