MEASURING SERVICE QUALITY:
A STUDY ON
GOODYEAR MARKETING & SALES SDN BHD
IN SARAWAK REGION

NELL JIMBAI

2002316194

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS AND MANGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN
KUCHING

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ABSTRACT

This paper presents the findings of exploratory fieldwork concerning the level of service quality of Goodyear Marketing & Sales Sdn Bhd in Sarawak region. The objective is to determine the level of service quality, analyze the discrepancies and prpose strategies and recommendation to reduce the gap (Gap 5) between perception and expectation.

The study utilized SERVQUAL Instrument and Gap Model developed by Parasuraman et.al (1998 & 1991). It defines service quality dimension in term of tangibles, reliability, responsiveness, assurance and empathy. The size and direction of the gap especially Gap 5 is determined by the differences between perception and expectation. This SERVQUAL instrument has been modified to suit the needs of the research. Amongst other tools used is 7-points Likert Scale to provide weightage of relative importance of each dimension.

An empirical survey involving a total of 46 Goodyear, Sarawak dealers was carried out via a structured questionnaire. A total of 42 dealers were willing to take part and interviewed for the research. The finding of the research revealed that there is significant gap between perception and expectation. The respondents have high expectation on Goodyear Marketing & Sales Sdn Bhd, Sarawak. Mathematically the overall gap (Gap 5) size is -0.22. The evaluation of the gap resulted in the identification of key dimensions and facets within these dimension where the department should focus its service quality improvement efforts.

CHAPTER 1

INTRODUCTION

1   Background of the study

The growth of the service sector has called for greater attention to the importance of research to examine consumers' perception of service providers. Managers in the service sector are under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. Given the financial and resource constraints under which service organizations must manage it is essential that customer expectations are properly understood and measured and that, from the customers' perspective, any gaps in service quality are identified. This information then assists a manager in identifying cost-effective ways of closing service quality gaps – a critical decision given scarce resources.

Hence, a nation like Malaysia where service sector has contributed significantly to the economic performance and it has, in addition, the determinant that support the theme towards knowledge-based economy and leading roles in information, communication and technology (ICT) based industry that demands for more reliable and effective services. It is therefore, the research is important to determine the service level where the findings would help an effort to sustain and maintain its course toward a developed Malaysia.

CHAPTER 2

LITERATURE REVIEW

2   Introduction

This chapter reviews empirical studies on service quality in areas of the important of service, expectation, perception, quality and satisfaction.

Service are economic activities that create value and provide benefits for customers at specific times and places as a result of bringing about a desired change in – or on behalf of – the recipient of the service (Lovelock, 2001)

Service also has been described as a form of attitude, related but not equivalent to satisfaction, which result from the comparison of expectation with performance (Parasuraman, Zeithaml and Berry 1988). Service quality involves a comparison of expectation and performance means it measures how well the service level delivered matched customer expectation on a consistent basis.

The unique characteristics inherent in services are different from that of goods. Service characteristics include intangibility, inseparability, perishability, heterogeneity and temporary ownership (Kurtz & Clow, 1998). For customer, the experiences of service are systematically different from those with products, partly because of its dimension in such that services are more heterogeneous,