



**A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY PROVIDE  
BY STATE PROCUREMENT SABAH**

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
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|                                                       | PAGE    |
|-------------------------------------------------------|---------|
| 1.6                                                   | 7 - 8   |
| 1.7                                                   | 8 - 9   |
| <b>CHAPTER 2: LITERATURE REVIEW</b>                   |         |
| 2.1                                                   | 10      |
| 2.2                                                   | 11 - 13 |
| 2.3                                                   | 14      |
| 2.4                                                   | 15 - 17 |
| <b>CHAPTER 3: RESEARCH METHODOLOGY</b>                |         |
| 3.1.1                                                 | 18      |
| 3.2                                                   | 18 - 21 |
| 3.3                                                   | 22 - 24 |
| 3.4                                                   | 24 - 25 |
| 3.5                                                   | 25      |
| 3.6                                                   | 26      |
| <b>CHAPTER 4: ANALYSIS AND INTERPERTATION OF DATA</b> |         |
| 4.1                                                   | 27      |
| 4.2                                                   | 27 - 33 |

## CONTENT

## PAGE

|                                 |         |
|---------------------------------|---------|
| 1. Title page                   | i       |
| 2. Declaration of Original Work | ii      |
| 3. Letter of submission         | iii     |
| 4. Acknowledgement / Preface    | iv      |
| 5. Table of content             | 51 - 52 |
| 6. List of table                | v - 54  |
| 7. List of chart pie            | vi      |
| 8. List of definition of term   | viii    |
| 9. Abstract                     | xi      |

### CHAPTER 1: INTRODUCTION

|     |                       |       |
|-----|-----------------------|-------|
| 1.0 | Introduction of study | 1     |
| 1.1 | Background of study   | 1 - 3 |
| 1.2 | Problem Statement     | 4 - 5 |
| 1.3 | Research Objective    | 6     |
| 1.4 | Research Question     | 6     |
| 1.5 | Scope of Study        | 7     |
| 1.6 | Significant of Study  | 7 - 8 |
| 1.7 | Limitations of study  | 8 - 9 |

### CHAPTER 2: LITERATURE REVIEW

|     |                                  |         |
|-----|----------------------------------|---------|
| 2.1 | Customer satisfaction definition | 10      |
| 2.2 | Service dimension                | 11 - 13 |
| 2.3 | Service quality                  | 14      |
| 2.4 | Quality                          | 15 - 17 |

### CHAPTER 3: RESEARCH METHODOLOGY

|       |                         |         |
|-------|-------------------------|---------|
| 3.1.1 | Introduction            | 18      |
| 3.2   | Research design         | 18 - 21 |
| 3.3   | Theoretical framework   | 22 - 24 |
| 3.4   | Questionnaire design    | 24 - 25 |
| 3.5   | Data analysis technique | 25      |
| 3.6   | Treatment of data       | 26      |

### CHAPTER 4: ANALYSIS AND INTERPERTATION OF DATA

|     |                                                                |        |
|-----|----------------------------------------------------------------|--------|
| 4.1 | Introduction                                                   | 27     |
| 4.2 | Frequency, chart pie, and characteristic of respondent profile | 27- 33 |

| LIST OF TABLE                                                                        | PAGE |
|--------------------------------------------------------------------------------------|------|
| 1. Table 4.3.1: Respondent gender                                                    | 28   |
| 2. Table 4.3.3: Respondent age                                                       | 29   |
| 3. Table 4.3.5: Respondent level of education                                        | 31   |
| 4. Table 4.3.7: Respondent race                                                      | 32   |
| 5. Table 4.4.1: Respondent perception<br>toward courtesy of staff                    | 33   |
| 6. Table 4.4.3: Respondent perception toward<br>of friendliness of staff             | 35   |
| 7. Table 4.4.5: Respondent perception toward<br>knowledge of staff                   | 36   |
| 8. Table 4.4.7: Respondent perception<br>toward relevancy of information<br>provides | 38   |
| 9. Table 4.4.9: Respondent perception<br>toward smoothness on service delivery       | 39   |
| 10. Table 4.4.11: Respondent perception<br>toward efficiency of staff                | 40   |
| 11. Table 4.4.13: Respondent perception                                              |      |



**ABSTRACT**

This study is specific towards the internal customer satisfaction on service quality provide by State Procurement Sabah, which is one of the division in Telekom Malaysia Berhad Sabah branch which located at Jalan Tunku Abdul Rahman, Kota Kinabalu Sabah. Through this study, State Procurement Sabah will be able to acquire more knowing of their internal customer need and satisfaction on delivering service. The differences between the customer and the organization on the perceptions, expectations, and actual delivery of service. These 5 dimension model provide information that can be used to identify the relative strengths and weaknesses of the processes and components of service. In turn, the business is able to implement adjustments in service delivery that directly improve customer satisfaction and profit. SERVQUAL, an instrument based on this model, has been utilized in various service industries with mixed results. The purpose of this study was to develop the internal customer satisfaction survey for a private human service agency and collect data from both internal and external external sources. A modified version of SERVQUAL being ask by questionnaire. The respondent was the internal customer of State Procurement Sabah. Internal customer of State Procurement Sabah are the other employees from the other department or division at Telekom Malaysia Berhad office. Internal respondent differed in the rank order of importance of the service dimensions. Possible explanations for these results, similarities and differences of previous research, and problems with the study are discussed. The study concludes with recommendations for the Company especially for State Procurement Sabah division.