



**MEASURING INTERNAL CUSTOMER SATISFACTION TOWARDS
FINANCE UNIT SERVICE QUALITY AT
SARAWAK PRISON HEADQUARTERS**

**MOHAMMAD ARNI BIN AHMAD CHEK
2004277554**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**

APRIL 2009

ACKNOWLEDGMENTS

First and foremost, I would like to thank God for giving me the strength and perseverance to complete this project paper. Secondly, my heartfelt thanks to my advisor, Madam Noraida Omar, UiTM's Lecturer for giving me her valuable guidance and suggestions throughout the course of this project paper. Also to my second advisor, Miss Thalany Kamri for his time and comments.

Thirdly, I wish to express my appreciation to Sarawak Prison Headquarters Director , Mr Mohd.Zawawi Ab. Rahim, as well as all the staff of Sarawak Prison Headquarters for their support in making this project possible.

I also wish to express my deepest gratitude to Miss Amie Doris Dorin for helping me correcting my spellings and grammar despite her busy schedule.

Not forgetting my sister, Nurhumaira Ahmad Chek who deserves special commendation for her skillful producing a typed manuscript from my written draft and in particular, her ability to read my writing.

TABLE OF CONTENTS

<u>CHAPTERS</u>	<u>DESCRIPTION</u>	<u>PAGE</u>
	Declaration of Original Work	ii
	Letter of Submission	iii
	Acknowledgement	iv
	Table of Contents	vi
	List of Tables	vii
	List of Figures	xi
	Abstract	xiv
CHAPTER 1:	INTRODUCTION	
1.1	Background and scope of study	1
1.2	Problem Statement	2
1.3	Objective of study	3
1.4	Research Question	3
1.5	Hypothesis	4
1.6	Scope and Limitation	5
1.7	Significance of Study	6
1.8	Definition of Terms	7
CHAPTER 2:	LITERATURE REVIEW	
2.1	Introduction	8
2.2	JPM and SPHQ	9
2.3	Service Quality	14
2.4	Measuring Service Quality	15
2.5	Customer Satisfaction and Service Quality	21
2.6	Theoretical Framework	22
CHAPTER 3:	RESEARCH METHODOLOGY	
3.1	Introduction	23
3.2	Research Design	23

ABSTRACT

This report presents the result of study on customer satisfaction towards Finance Unit service quality at Sarawak Prison Headquarters (SPHQ). The primary proposes of this study was to evaluate the internal customer's satisfaction towards the quality service provided by Finance Unit at SPHQ. The second objective of this study is to identify areas relating to service quality that are lacking and that need improvement. The third objective is to identify ways to improve the current Finance Unit working system to meet the customer's satisfaction. The researcher used a SERVQUAL survey instrument to collect primary data from internal staffs who are working at SPHQ. Data was analyzed through Statistical Package for Social Sciences (SPSS). Areas of possible deficiencies were identified by descriptive analysis – frequency distribution, cross tabulation and correlation analysis. The findings suggest that generally, dimension that has the greatest service quality deficits is empathy dimension and tangibles dimension has the last service quality deficits. Finally, based on the analysis and findings, recommendations were given to improve the Finance Unit service quality and customer satisfactions.

CHAPTER 1: INTRODUCTION

1.1 Background and Scope of Study

Finance Unit is a one of the supporting unit in all organization either in Public Sector or in Privates Sector. Generally, Finance Unit is involved with financial management either receiving or making payment and also maintains the account of the company. Without the finance service, the organization will not function properly. In the government office, Finance Unit is in charge of yearly budget, staff monthly salaries, monthly claims etc and dealing with Accountancy Department of Malaysia (ANM) as a final approval before execute payment.

In The Sarawak Prison Headquarters (SPHQ), officer and staff will deal with staff at Finance Unit once their have a problems such as monthly salaries, monthly claims, asking to issue the Local Purchase Order etc that is involve with finance matter. Finance Unit when dealing with ANM will be using the Electronic Budget Planning and Control System (e-SPKB). The SPHQ is under Prison Department of Malaysia (JPM) which is an organization under the Ministry of Home Affair (KDN).

This study is focuses on measuring the internal customer satisfaction (i.e staff working at SPHQ about overall service) towards service quality provided by Finance Unit.