



A STUDY OF SERVICE QUALITY IN SOCSO BINTULU

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Abstract

As competition becomes more intense and environmental factors become more hostile, the concern for service quality grows. If service quality is to become the cornerstone of marketing strategy, the marketer must have the means to measure it. The most popular measure of service quality is SERVQUAL, an instrument developed by Parasuraman.

This study uses the 'SERVQUAL' technique to measure the ten dimensions of service quality which include tangibles, reliability, responsiveness, competence, courtesy, credibility, security, accessibility, communication and understanding consumer.

This paper begins by explaining the service quality in the public sector in Malaysia and why service quality is getting more important. The SERVQUAL model has been used in a number of public service environments to assess quality of service provision in terms of what consumers expect and what they actually receive.

The main purpose of this study is to gauge the level of service quality in SOCSO Bintulu. Respondents evaluated the service quality in SOCSO Bintulu and SERVQUAL is used to measure on the various service quality dimensions.

This study identifies the rank of importance on each service quality determinants. Further, the relationships between the background of respondents and dimensions are examined. Based on the findings, this study shows that courtesy is the most important determinants among all the other dimensions.

From this study, it aims to obtain a better understanding of the service quality in SOCSO Bintulu and makes a number of suggestions to improve the service of SOCSO Bintulu in future.

TOPIC: A STUDY ON THE SERVICE QUALITY IN SOCSO BINTULU.

CHAPTER 1

INTRODUCTION

1.1 Background and scope of study

Today, services play a very important role in the market. Whether it is good or bad, a service reflects the image of the company. Normally, it is the poor services of the company which is being highlighted by the customers. Marketers need to take great care of their services in order to avoid bad reputations.

Service quality is getting more and more important these days. According to D. Keith Denton (1989, p2), many customers are not only wanting but expecting better service. Organizations that do provide good services find simple and innovative ways of keeping management in touch with customers and the day to day operation of the business.

Adapted from Services Marketing, David L. Kurtz and Kenneth E. Clow (1998, p10) there are four inherent characteristics of services which are not found in goods which includes intangibility, perishability, inseparability and variability. Intangibility refers to the lack of tangible assets which can be seen, touched, smelled, heard or tasted prior to purchase.

Perishability means the service cannot be inventoried or stored. Inseparability is the simultaneous production and consumption of services where services cannot be produced and then sold at a later time. Variability refers to the unwanted or random levels of service quality customers receive when they patronize a service.