



**SERVQUAL (SERVICE QUALITY) MODEL APPLICATION:  
MEASURING CUSTOMER SATISFACTION  
TOWARDS AUTOMOBILE SERVICES IN KOTA KINABALU**

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## **ABSTRACT**

SERVQUAL (Service Quality) is a theory in understanding what service dimensions that determines the quality of a service. The purpose of this study was to investigate by applying the SERVQUAL scale within the Kota Kinabalu area automobile service center settings. In addition, other purpose includes knowing the significance of the SERVQUAL dimensions towards identifying the satisfaction level among the customers in Kota Kinabalu. A total of 200 numbers of questionnaires were distributed but only about 111 responses were successfully returned. The findings from this study indicate that some of the dimensions in SERVQUAL scale have significant effects towards the satisfaction level of customers in Kota Kinabalu. The findings suggest that it is sufficient for managers and researchers to conduct further investigation by applying the SERVQUAL scale namely within the area of service sectors.

Keywords: SERVQUAL, Service Quality, Customer Satisfaction