



**A STUDY OF INTER-DEPARTMENTAL SERVICE
DELIVERY AT APM SEAT DIVISION, PORT
KLANG, SELANGOR**

**WAN MAZHILMI BIN HJ.WAN RAMLI
2004240418**

**BACHELOR IN BUSINESS ADMINISTRATION
(HONS) MARKETING
UNIVERSITI TEKNOLOGI MARA
TERENGGANU**

NOVEMBER 2006

TABLE OF CONTENTS

	Pages
ACKNOWLEDGEMENT	i
LIST OF TABLES	iii
LIST OF FIGURES	iv
ABBREVIATION LIST	v
ABSTRACT	vi
CHAPTER ONE: INTRODUCTION	
1.0 BACKGROUND OF THE STUDY	1
1.1 BACKGROUND OF ORGANIZATION	3
1.1.1 CORPORATE VISION	5
1.2 PROBLEM STATEMENT	9
1.3 OBJECTIVES OF THE STUDY	12
1.4 SCOPE OF STUDY	13
1.5 SIGNIFICANT OF STUDY	13
1.5.1 Significant to the researcher/ student	13
1.5.2 Significant to the Auto Part Manufacturer (Seat Division)	14
1.5.3 Significant to the automotive part industry	14
1.6 THE CONCEPTUAL FRAMEWORK	15
1.7 HYPOTHESIS DEVELOPMENT	16
1.8 LIMITATION OF STUDY	18
1.9 DEFINITION OF TERM	20
1.9.1 Service delivery	20
1.9.2 Service quality	20

1.9.3 Inter-Departmental service	20
1.9.4 Delivery system	21
1.9.5 APM	21
1.9.6 Customer	21
 CHAPTER TWO: LITERATURE REVIEW	
2.1 INTRODUCTION	22
2.2 SERVICE QUALITY	22
2.2.1 The attributes of service quality	24
2.3 INTER-DEPARTMENTAL (INTERNAL CUSTOMER SERVICE)	31
2.4 ATTITUDE	33
2.5 SKILLS	35
2.5.1 Personal Attributes	37
2.5.2 Personal Skills	38
2.5.3 Technical Skills	40
2.6 PROCEDURE	41
2.7 ENVIRONMENT	45
 CHAPTER THREE: RESEARCH METHODOLOGY AND DESIGN	
3.1 INTRODUCTION	49
3.2 DATA COLLECTION METHOD	50
3.2.1 Primary Data	50
3.2.1.1 Observation	51
3.2.1.2 Personal interviewing	51
3.2.1.3 Questionnaire form	52

ACKNOWLEDGEMENT

“In the name of Allah, the most gracious and the merciful”

ALHAMDULILLAH, praise to only of Allah (SWT) for the bounty and blessing to us.

I am grateful to Allah (SWT) for everything He has granted. Thanks to Allah (SWT) for giving me the strength energy, skills, sacrifice, and acknowledge facing the challenge till end.

First and foremost I would like to take this opportunity to extend our sincere thank and appreciation to my greatest lecturer, **Tuan Hj. Zainuddin Bin Zakaria** for her understanding, assistance, guidelines, support and criticism in preparing this research project. Thank you for being a lecturer, advisor and friends who always give full support to me.

An appreciation and thanks also goes to my second examiner **En. Mohd Noh Bin Ab Majid** for her guidance and in valuable comments, advises, view, and attention in preparing this study. Without them perseverance, help and patience, this research would have been completed successful.

We would like to express my special thanks to department of Replacement Equipment Market (REM) staff at Automotive Part Manufactures (APM) especially to my manager;

ABSTRACT

How service evaluations are influenced by the complexity of the service delivery process has not been adequately studied. To maximize the customer satisfaction, customer expectation and create strong customer relationship, a company must start thinking of internal customer service or in other words, their employees. At the same time, it is acknowledged that the evaluation of service delivery often depends on the so-called “service encounter” or the time of interaction between service firm and customer. But, in this case, this is between staff from one department to other departments. Internal customer service (staff) can creates or influences other staffs emotion, and when other staffs are left frustrated with internal customer service experiences, it can impact company’s reputation over the long term. Therefore, this study try to investigate four factor that influence inter-departmental service delivery: attitude, skill, procedure and environment. Extensive research has been conducted in the field of traditional face-to-face encounters and the impact on the service delivery. Based on the research, 242 respondents have been used to test on the factor influences inter-departmental service delivery. The results of the frequency, reliability, cross tabulation, correlation coefficient and regression analysis-testing confirm the solidity of the measurement.