SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARDS KEDAI 1 MALAYSIA AT MATANG, KUCHING.

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CHAPTER 1
INTRODUCTION

1.0. INTRODUCTION

This chapter will explain background of the study, problem statement, objectives of the study, and limitation of the study.

1.1. Background of The Study

In today's increasingly competitive market, the bottom line of a firm's marketing strategies and tactics is to make profits and contribute to the growth of the company. Therefore, mini market is one of the major movers in agrifood market today. In Kuching, there are several supermarket, such as Alvin Convenience Store, Seven Eleven, KK Store, and Choice Ria. Service quality and level of customer satisfaction are global issues that can affect all organizations, whether it large or small, profit or non-profit, and global or local (Yap and Kew, 2008).

Thus, Zain and Rejab (1989) assumed that household income can influence consumers' attraction to the different types of outlets. Similarly, quality of the service and customer satisfaction has long been recognized as playing a crucial role for success and survival in today's competitive market. Moreover, service quality and level of customer satisfaction also as a key important part to make customer re-patronage.

Nowadays, the retailers tried to looks for international options because of struggle of the market share and international expansion as the key to continued growth (World Retail Congress, 2008). However, differing consumer needs in international markets defined that international retailers understand local preferences (Etger and Rachman-Moore, 2007).

CHAPTER 2
LITERATURE REVIEW

2.0. INTRODUCTION

This chapter will discuss the definition of customer, customer satisfaction and independent variables as service quality dimension and framework of the study.

2.1. Definition of Customer

According to Cambridge Dictionaries Online, customer is a person purchases product and service from seller. For example, a housewife buys cereal from Kedai 1 Malaysia to prepare breakfast for her children. It is important for any businesses to retain customer in order to generate revenue and develop their businesses.

Moreover, the term "customer" is typically used to refer to someone who purchases from a particular store or company. While the term "consumer" more generally refers to anyone engaging in any of the activities used in our definition of consumer behaviour (AC Nielson, 2009). Therefore, a customer is defined in terms of a specific firm while a consumer is not.

2.2. Customer Satisfaction

According to Coyles and Cokey (2002), they are the first authors to measure the customer satisfaction theory. Accoarding to Barnes and Byrne (2002), they proposed that customer's satisfaction is a people involve into purchase situations with certain expectations. Previously, much attention has been paid to the concept of the customer loyalty and retention but the important to retain customer satisfaction is to build the long term relationship between organization and customer.

CHAPTER 3
RESEARCH METHODOLOGY

3.0.INTRODUCTION

This chapter will explain about research design, data collection, sampling technique and procedure for analysis of data for the study. Survey will be used as a tool to collect data from public people in Matang, Kuching area.

3.1.Research Design

Malhotra (1999) has defined research design as "a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or marketing research problems." For this study, the researcher has chosen the descriptive research method as it describes the characteristic of SERVQUAL instrument that are influencing the customer satisfaction. A cross sectional approach will be applies for this research. The researcher also will use the reliability test before distributed the questionnaires. The reliability means the extent to which a scale procedures consistent result if repeated measurement are made on the characteristic.

3.2.Data Collection

The data used in this study were obtained from feedback of questionnaires while secondary data were obtained from academic journals, web sites and reference books. The researcher hopes that this approach was appropriate for the study because most of the data needed to answer the study objectives were available within.

3.2.1. Primary Data

For the purpose of this study, the primary data will be the main information gathered from respondents. The data are coming from questionnaires distributed to the respondents. "Primary data is the data observed or collected directly from first-hand experience. The advantages is consists of basic data, unbiased information, original data, data from the primary market or population" (Malhotra, Naresh K, 2007). In this questionnaire consists four section which is Section A for respondent's background, Section B will be service quality