



**CUSTOMERS' SATISFACTION AND SERVICE QUALITY
TOWARDS FRONTLINE STAFF AT YAYASAN SARAWAK**

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ABSTRACT

The study was a descriptive research to investigate the elements that can identify the customers' satisfaction and service quality towards frontline staff at Yayasan Sarawak.

The entire report of the study was structured into five (5) chapters. Chapter one was a presentation of the background of the study, problem statement, objectives, research questions, significance and scope of the study. The majority of respondents are female respondents. The highest respondents are from the 20 years old and below. The single respondents are the majority of marital status and Chinese is the most race group of the respondent. The occupational is most for the respondents that are from private sector. Chapter two was a comprehensive presentation of the literature that was reviewed for the study. These were relevant concepts and theories of the research topic. They include the concepts of customer satisfaction, frontline staff and service quality. Chapter Three was the methodology of the study, it presented the research design, population, sampling technique, sample size, unit of analysis, instrument, data collection procedure and data analysis. Chapter Four was a presentation and analysis of the data collected. It started with a profile of the respondents (customers) and descriptive statistics of service quality and customer satisfaction.

CHAPTER 1

INTRODUCTION

1.0 Background of the Study

Creating and to maintaining the customer loyalty have become very important in organization that involving financial service. In financial service organization such as Yayasan Sarawak, it is necessary to maintaining frontline staff service quality to achieving customer satisfaction. The quality of services and products can determine the satisfaction of customers.

Consumers are individuals that need to something and want to determination these conditions. To resolve their problems consumers apply organizations that offer consumers service and product. Sometimes firms cannot know what consumers want exactly. And sometimes firms know what exactly consumers want but they can't meet these wants. And sometimes firms meet consumers wants but not in time and with imperfection. When a service failure happens, firms should take recovery actions in response to service failure (Gronroos, 1988). The essential aim of service recovery struggle is to change dissatisfaction with satisfaction (Zemke, 1993). Solomon et al. (1985) stated that every service quality are supplied to consumer can significantly affect consumer satisfaction and loyalty. Only one service failure especially by frontline staff can decrease consumers' whole satisfaction and destroy perception towards organizational image. When a consumer dissatisfied with front staff services as a consequence of a service failure, response of this consumer may be include stop buying behaviour that firm or unfavourable word of mouth conduct (Richins, 1983). Abrams and Pease (1993) argued

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Literature review for each of the research is essential because the research has to evaluate the previous research in order to conduct a new research. Thus, literature review can be assisted by few previous materials such as journals, articles, questionnaires, speeches, books and other confidential materials. The research may gain multiple information needed by evaluating such materials in order to be included as an evidence for the new research. Also, it can be as a trusted guideline for the research in completing a good research. In fact, these may help the researcher to avoid from experiencing any errors and as a proof what the proposal is for.

2.1 Customer satisfaction

Customers' satisfaction is a measurement in which it is compulsory, as their status of corporate culture and impact until the process has an incremental result (Ratnawatie, 2002). According to Huang and Feng (2009), the performance of a company will reflect customers' satisfaction towards the product or service received by the customer as cited by Yu-Kai (2009). Customer satisfaction is an important aspect in service quality measurement. Service providers' ultimate goal is to maximize customer satisfaction. This comes from the strong belief that high satisfaction level leads to high business performance (Morgan, Anderson, & Mittal, 2005).