

**A Study on Factors Influencing Customers' Satisfaction: A Case Study
of Perpustakaan Sultan Badlishah, Universiti Teknologi MARA
(UiTM) Kedah**

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ABSTRACT

This research is about A Study on Factors Influencing Customer Satisfaction in Perpustakaan Sultan Badlishah. The study has been come out in University Technology Mara (UiTM) Kedah. Apart from that, this study also focuses on final semester student of UiTM Kedah students. The objective of this research is to identify the factor of customer satisfaction toward service at Perpustakaan Sultan Badlishah. The total respondents in this research are 205 final semester diploma students who were selected to fill the sets of questionnaire that consist of Counter Service as independent variable related to Customer Satisfaction. The data were analyzed with Descriptive Data, Pearson Correlation, *T-test* and Statistical Package for Social Sciences (SPSS) version 16.0. Due to the findings in this research, counter service are the factors of customer satisfaction among final semester diploma student in UiTM Kedah. The final result shows that there was significant relationship between customer satisfaction and service at Perpustakaan Sultan Badlishah.

Keywords: Customers Satisfaction, Services Counter

INTRODUCTION

Customer is an important element in the organization because they are the users of the product or services. Without customer, the transaction of the final product or services cannot be done and it can reduce the profit of the organization. So it is important for the organization in order to fulfill their customers' needs or demand. According to the customers, the producer must ensure the product or service that they produce will give satisfaction to the customer to enhance the customer to be loyal to the product or service. According to Halstead, Hartman, and Schmidt, (1994, p.491), satisfaction is an affective response, centered on comparing the result of the product or service with some standard set prior to the purchase and measure during or after consumption. On the other hand, Mano and Oliver (1993, p.491) state that satisfaction is an attitude or evaluation judgment that different on a hedonistic continuum centre on the product or service and is evaluated after consumption. Lastly Fornell, (1992, p.491) defined satisfaction as a general evaluation based on result of the product or service perceived after the purchase and compare with expectation prior to the purchase.

Counter service is the last factor that influences customer satisfaction. Counter is an important part in the organization because it reflect about customers perception towards service provide by the organization. High customer satisfaction is critical for the success of a company service firms need to develop their skills in managing every aspect of the service encounter Jones & Sasser, (1995, p.838). Customers' perceptions of face-to-face interaction with service employees have traditionally been considered one of the most important determinants for service satisfaction and loyalty Gronroos, (1990, p.838).

METHODOLOGY

In this research, simple random sampling will be used and the respondent will be chosen randomly from the list of eight courses. The distribution of questions is randomly from the sample size is come out from the population. The researchers also will use the stratified sampling technique as the collection data where is to estimate the population

parameters, there may be identified subgroup of element within the population that may be expected in order to have different parameter on a variable of interest to the researchers.

Based on this research, the dealing with the measurement in the questionnaire is nominal scale. For nominal measurement consist of assigning item to group or categories. Nominal scale will categorize individual or object into mutually exclusive and collectively exhaustive groups. Besides, this research also used interval scale is allowing the researchers to perform certain arithmetical operations on the data collected from the respondents. In addition, ratio scale on questionnaire also is used as methodology. Ratio scale function is to overcome the arbitrary point of the interval scale, in that it has an absolute zero point which is meaningful measurement point.

Data Collection

There have several ways to conduct data collection that can be used to complete the research which is including interviewer, questionnaire, and direct observation. Through this research, the researchers used questionnaire as the data collection method. Therefore the proper design of questionnaire has to be provided to help this study to be rewrite. To make the researchers questionnaires are more proper, the researchers have gathered the entire question through the internet in the web QuestPro. Apart from that, the researchers spend is short and easy to conduct it convenient for researcher done the questionnaires. The set of questionnaire will be distributed to the final semester of Diploma student in UiTM Kedah from eight courses. The researchers will give ample time to the respondent to answer the questionnaire before the questionnaire will collected back for collecting data.

Data Analysis

Usually the data analysis begins after the data have been collected. As for data processing, software version 16.0 was used to analyze and process the data. All the data will key in and interpret by Statistical Package for

Social Science (SPSS) Software. After that, the researchers will key in, coded and entered the data into SPSS. Next, the software will automatically adjusting the data and analyze and interpret the data into the final process.

RESULT

Correlation

		Counter Service	Customers' satisfaction
Counter Service	Spearman rank	1	0.356
	Significant (2-tailed)		0.000
	N	205	205
Gender	Spearman rank	0.356	1
	Significant (2-tailed)	0.000	
	N	205	205

*Correlation is significant at the 0.05 level (2-tailed)

Table 3.1.1 Correlation of Counter Service

Table 3.1.1 shows that there is a significant relationship between Counter Service and Customers' Satisfaction. The correlation of counter service shows that there is moderate significant between the perceive value and customers' satisfaction among final semester of Diploma students in UiTM Kedah. It shows the significant of 0.000 and due to the significant level of $p < 0.05$ equivalent to the result of a moderate significant relationship between these two variables. Thus, the researchers accepted the Hypothesis because there is a significant even the significant is moderate between the counter service and the customer satisfaction among final semester Diploma student in UiTM Kedah.

KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.780
Bartlett's Test of Sphericity	Approx. Chi-Square	190.578
	df	10
	Sig.	.000

Table 3.2.1 (b) KMO and Barlett's Test of Dominant Factor

Factor Matrix^a

	Factor
	1
Image	.737
Environment	.703
Counter Service	.641
Perceive Value	.617

Extraction Method: Principal Axis Factoring.

Table 4.2.6.3 (c) Factor Matrix

Table 3.2.1 shows the test of factor analysis using KMO and Barlett's Test which is the factor matrix for factor influencing customers' satisfaction among final semester of Diploma students have the value of 0.780 and the Barlett's Test is significant ($p = 0.000$). Therefore, the factor is appropriate. Thus, researchers have determined that counter service is the third most dominant factor which is influencing customers' satisfaction from this test.

CONCLUSION

The research investigates the factor influence customer satisfaction among final semester Diploma students in UiTM Kedah towards service in Perpustakaan Sultan Badlishah. Primary data were collected by distributing the questionnaire to 205 respondents from eight Diploma courses in UiTM Kedah. It include Diploma in Public Administration, Diploma in Accounting, Diploma in Information Management, Diploma in Industrial Design, Diploma in Business Study, Diploma in Banking, Diploma in Computer Science and Diploma in Science Quantitative which chosen by Proportionate Stratified Random Sampling Technique and Simple Random Sampling.

The next objective of this research is to determine whether counter service is the factor that influencing customer satisfaction among final semester Diploma students in UiTM Kedah. This objective of research has been achieved according to the examination conducted in this research. It means, due to the findings, it prove that counter service has improve the level of satisfaction towards service provide by Perpustakaan Sultan Badlishah. In example if student was treated nicely and had give a fully information and knowledge when they have facing problem while using service in library with the librarian that placed in counter service, the student itself automatically increase their level of satisfaction. But if the librarian was not courtesy and cannot fulfill the requirement needed by the student so the level of satisfaction will be decrease. Besides, librarian and the organization have to improve their skill in treating customer in counter service to increase the level of satisfaction among final semester Diploma students.

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