

The Perception of UiTM Kedah Students on the Service Quality of Counter Services at Unit Kewangan UiTM Kedah

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ABSTRACT

Service quality can be defined as the degree to which a service meets a customer's needs or expectation. Service receivers may have different values and different grounds of assessment towards the same service or organization. Quality is more than a relationship between a customer and a service provider. The objective of this research is to study the Perception of Diploma in Public Administration Students towards the quality of Counter Services at Unit Kewangan UiTM Kedah. Besides, it is also to study the perception of service receiver towards knowledge and courtesy of employees and their ability to inspire trust and confidence by looking at assurance dimension. In this particular context, the importance of quality dimension is studied based on the following factors which are assurance, empathy, reliability, responsiveness, and tangible. However, this study only focuses on assurance dimension. Assurance refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence. Thus, the researchers focus on Unit Kewangan of UiTM Merbok specifically to look into whether the services provided by the staff have achieved the service quality or not, as well as zero defect when providing the service to the service receivers.

Keywords: Assurances, Counter service, Customer, Service quality, Service quality perception

INTRODUCTION

Service quality can be defined as the degree to which a service meets a customer's needs or expectation. Cited by Gi-Du Kang (2006), the construct of quality in the services literature focuses on perceived quality, which is defined as a consumer's judgments about an entity's overall excellence or superiority (Zeithaml,1987). Service receivers may have different values and different grounds of assessment towards the same service or organization.

In this particular context, the importance of quality dimension is studied based on the following factors which are assurance, empathy, reliability, responsiveness, and tangible. However, only one dimension will be accessed in this study which is assurance. Assurance refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence. Therefore the researchers want to study about the service quality provided by UiTM. Specifically, Unit Kewangan of UiTM Kedah is the ultimate unit of analysis.

According to Parasuraman, Zeithmal and Berry 1985, assurance refers to knowledge and courtesy of the service provider and their ability to inspire trust and confidence. Besides, assurance refers to the accuracy and responsiveness of assurance in providing the core service function and the sense of assurance or trust that evolve as a result. Commonly assurance is a process oriented, for example it emphasizes the manner in which service is delivered. Some examples are accuracy in transactions, acceptance of returns, prompt action and response to service receivers problems (Schvaneveldt, Enkawa and Takao 1991).

METHODOLOGY

High quality of service and performance could to produce benefits in profit, as well as ensuring the delivered service is aligned with customers'

needs and wants (Anderson, Fornell, and Lehman, 1997). According to Carman, J.J., there are ten dimensions being used in measuring service quality. There are reliability, responsiveness, compliance, access, courtesy, communication, credibility, security, understanding and tangibles (Parasuraman, 1985). But he found that there are certain overlaps among the dimensions and he shortened the list into five dimensions. This new list remained as tangibility, reliability and responsiveness while competence, courtesy, credibility and security were combined into a new dimension called assurance. Access, communication and understanding the customer, were placed under a common dimension called empathy. The entire five dimensions are related to the customer expectation and perception as well as satisfaction. In this study, we are focusing on one dimension which is assurance.

DATA COLLECTION

The researchers gathered the data from DPA students in UITM Kedah through personally administered questionnaires. The researchers gave sufficient time frame for respondents to answer the questionnaires. The questionnaires way to know the assurance that would affect the service quality at the counter services. The researchers also wanted to know whether the quality service of DPA students way effective in handling their customers. In this research, the researchers used questionnaire as the main data collection method. The questionnaire comprises of three parts which are Part A, Part B and Part C. Part A was on the demographics factors such as gender, age and others. Part B consisted of questions pertaining to the independent variable which is assurance. Lastly, Part C touched on dependent variable which is the service quality.

Data Analysis

Quantitative data is the data that is in a form of numbers and statistics. The questionnaires collected by the researchers, gave them quantitative data

which can be coded. It can be measured by using the Statistical Package for Social Science (SPSS) technique. SPSS is the software package that is used to key in the data which was collected from the respondents.

Pearson Product-Moment Correlation Coefficient

The Pearson's correlation coefficients give an idea of the two aspects of relationship between the two variables whether the relationship is strong and weak. Pearson's Product Moment Correlation Coefficient is used to determine the association between the two quantitative variables and can be computed using the formula. In order to measure the correlation of variable X and Y the researchers can use the Pearson Product-Moment Correlation Coefficient. For example, the researchers will use Pearson Product-Moment Correlation Coefficient to determine the strong or weak as well as the positive or negative of the variables that are related to the effectiveness of service quality.

RESULT

In studying the perception of service receivers towards the knowledge and courtesy of employees and their ability to inspire trust and confidence by looking at assurance dimension, the researchers have found that there is a significant relationship between assurance dimension and service quality. This is supported by the finding that shows the correlation between assurance dimension and service quality is 0.05. Before researchers conducted this research, the assumption made by researchers was that assurance dimension has a significant relationship with the service quality by Unit Kewangan. From the study, the researchers found that assurance does have a significant relationship with service quality. Therefore, the researchers conclude that the objective on assurance dimensions which to inspire trust and confidence is not achievable. This is due to the majority of our respondents are not satisfied with the service provided by Unit Kewangan. In addition most of the respondents (89.3%) have been to Unit

Kewangan therefore, the reliability and validity of the finding is totally proven due to they have had the experience dealing with Unit Kewangan.

		BA	C
BA	Pearson Correlation	1	.137*
	Sig. (2-tailed)		.047
	N	209	209
C	Pearson Correlation	.137*	1
	Sig. (2-tailed)	.047	
	N	209	209

Table 1: The relationship between BA and C is significant because p equals to 0.047 and R equals to 0.137, and the hypotheses is not accepted.

CONCLUSION

As a conclusion, researchers found that there is only one independent variable that has significant relationship over service quality which is assurance. Through this finding, researchers can conclude that only assurance dimension is valid with the researcher's hypothesis. So, the researchers can simply say that Unit Kewangan is still lacking in term of assurance dimension such as the staff is not polite and courteous to students and the staff did not communicate in the manner that the students can understand. Other than that, the behavior of the staff do not gain the students' can and confidence on them moreover, they are not friendly by always showing their sour face when dealing with students. Basically, students do not frequently go to Unit Kewangan. Students just go for certain period of time such as to pay the electricity fees, to pay for vehicles sticker and to settle their summons. Therefore, the objectives of this research are

achieved. The staff in Unit Kewangan do not often deal with students, so they should perform their best and should systematically handle students matter to ensure the best quality of service is delivered to the students.

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