

**CUSTOMER SATISFACTION IN THE LEGAL SERVICE  
INDUSTRY IN MALAYSIA**

**A DISSERTATION SUBMITTED TO THE UNIVERSITY OF WALES AS PARTIAL  
FULFILLMENT FOR THE DEGREE OF MASTER IN BUSINESS ADMINISTRATION**

**BY**

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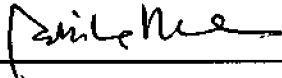
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**JANUARY 1997**

## DECLARATION

I hereby declare that the work undertaken in this study for submission as a dissertation for the degree of Master of Business Administration at Cardiff Business School, University of Wales College of Cardiff is a result of my own independent investigation except as otherwise stated.

The work incorporated in this dissertation has not already been accepted in substance for any other degree.



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To the best of my knowledge the above statements are correct.



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Dr Yeop Sidin  
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To the best of my knowledge the above statements are correct.

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Dr Robert E. Morgan  
Supervisor from Cardiff Business School

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## ABSTRACT

The literatures on product and service marketing have discussed and submitted that product and services can either be seen as two different things or as an entity. Under the first notion, the marketing researchers argue that products are manufactured output while services involve people. Products are tangible things, thus during the selling or purchase process the sellers are able to deliver the products direct to the consumers. Meanwhile, during the purchase process of services, the sellers or service providers have to focus upon the pre-sale and after -sale activities offered to the consumer. Under the second notion, the researchers view product/service as an entity. As stated by Levitt (1981), "Everybody is in service". As such, all consumers purchase entities. The differences lie in the greater component of services involves in an entity.

In terms of marketing, Shoshack (1977) submits that sellers have to focus upon the greater components/elements existing in an entity. She introduces the "dominance" concept. Sellers have to put more attention to the intangible elements in services. This intangible elements are known to Buttle (1986) as the benefits in an entity. The term adopted by Zeithaml (1981) for the intangible elements are search and credence qualities existing in an entity. A consumer ultimately seek for search and credence qualities in an entity to achieve or get the benefit they want from an entity. A consumer on the other hand may evaluate and try an entity highly dominated by tangible elements; this submission supports the argument for pure manufacture product which may be delivered direct to its consumer. Following this is the introduction of the terms pure manufactured product and pure service output.

Under pure service marketing, marketing researchers submit that McCharty's 4Ps marketing mix is not sufficient to assist service providers to market their services. Booms and Bitner (1981) introduce three new elements namely people, physical evidence and process. Buttle (1986) disagrees with the suggestion and submitted that the 4Ps are applicable to all situations. The current marketing literatures by Sharma (1991) and Rouse (1991) seem to support that marketing researchers have to give more attention to the "people" element.

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