

**Service quality determinants and customer satisfaction:  
A pilot study on the front line staff of UiTM Sarawak**

By:

Hajah Oriah Haji Akir  
Senior Lecturer  
Faculty of Business Management  
UiTM Sarawak  
[oriah\\_akir@yahoo.com](mailto:oriah_akir@yahoo.com)

Senian Malie  
Senior Lecturer  
Faculty of Business Management  
UiTM Sarawak  
[senian@sarawak.uitm.edu.my](mailto:senian@sarawak.uitm.edu.my)

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## Declaration of Original Work

We, Hajah Oriah Haji Akir and Senian Malie,

Hereby, declare that,

- This project is the result of our independent work and investigation except otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged and recognized.

Signature:



Hajah Oriah Haji Akir



Senian Malie

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## **Abstract**

The main aim of this study was to determine the service quality determinant (s) that has / have the strongest impact / influence on customer satisfaction towards the services provided by the front line staff of UiTM Sarawak, Samarahan. The study also seeks to gauge the overall customer satisfaction level based on the perspective of undergraduate students (full-time and part-time). The study analyzes the eleven service quality determinants adapted from Ghobadian, Speller and Jones (1994), namely: reliability, responsiveness, competence, tangibles, courtesy, customization, understanding / knowing customer, credibility, communication, access and security to measure service quality determinants; and adapted Olsen, (2007) 3-bipolar scale items to measure customer satisfaction. The findings revealed that security, credibility, communication, reliability and courtesy seem to have the strongest impact on customer satisfaction, while competence, understand customer, tangibles, access, responsiveness, and customization did not seem to impact customer satisfaction. Essentially, on managerial perspective, the study provides invaluable information to aid management in making decision on how to improve the quality of service delivery among the front line staff of UiTM Sarawak, Samarahan.

**Keywords:** service quality determinants. customer satisfaction and students' perspective

## INTRODUCTION

Customer satisfaction and service quality delivery are two important variables in most service industry research. Excellence service quality delivery will ensure customer repeat purchase and intention in future, which in turn affect customer loyalty. The main goal of most businesses, whether they are in the manufacturing or production lines or in the service lines, are to establish and achieve customer satisfaction via the quality of products or services offered with the aim of gaining profit and customer loyalty (Fecikova, 2004; Caruana, 2002; Andaleb and Conway, 2006; Al-Hawari and Ward, 2006).

Particularly in the service industry, most researches reveal that the concepts of customer satisfaction and service quality is closely related and very important because it is found that customer satisfaction is directly linked with return or reinforcement behavior (Kivela, Inbakaran, and Reece, 1999; Jamali, 2007; Hensley and Sulek, 2007; Al-Hawari and Ward, 2006). Besides, the use of customer satisfaction measures to improve organizational performance has become one of the essential elements in today's business scenario and environmental platform, and the "customer satisfaction on service quality is one of the bottom lines in the results" (Gilbert, Veloutsou, Goode, and Moutinho, 2004).

Other elements reported to be equally important apart from service quality in affecting customer satisfaction are performance, expectation, disconfirmation, desires, affect and equity (Jamal and Naser, 2002; Levesque and McDougall, 1996). On the other hand, there are also studies that suggest service quality seem to be the antecedents of customer