

**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**



**SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARDS  
COUNTER SERVICE IN ROAD TRANSPORT DEPARTMENT (JPJ) AT  
SUNGAI PETANI, KEDAH.**

**NUR AIMI SOLEHAH BINTI KAMALUDIN**

**2017290372**

**NUR ADAWIYAH BINTI KHAIRULHASNI**

**2017274412**

**JULY 2019**

**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE  
SUPERVISOR**

Name of Supervisor : Mr. Muhammad Syahmizan Bin Azmi

Title of Research Report : Service Quality and Customer Satisfaction Towards  
Counter Service In Road Transport Department (JPJ) At  
Sungai Petani, Kedah.

Name of Student : Nur Aimi Solehah Binti Kamaludin (2017290372)  
Nur Adawiyah Binti Khairulhasni (2017274412)

I have reviewed the final and complete research report and approve the submission of the report  
for evaluation.

---

(Mr. Muhammad Syahmizan Bin Azmi)

## **THE DECLARATION**

### **Declaration**

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Signed

-----

Name: Nur Aimi Solehah Binti Kamaludin

Matric No.: 2017290372

Signed

-----

Name: Nur Adawiyah Binti Khairulhasni

Matric No.: 2017274412

## Table of contents

Clearance for Submission	i
The Declaration	ii
Acknowledgement	iii
List of Tables	v
List of Figures	
Chapter 1: Introduction	
1.1 Introduction	1
1.2 Research background	2
1.3 Problem statement	4
1.4 Research question	8
1.5 Research objectives	10
1.6 Scope of study	11
1.7 Significant of study	12
1.8 Definition of terms, terminology and concepts	13
1.9 Conclusion	17
Chapter 2 : Literature Review & Conceptual Framework	
2.1 Introduction	18
2.2 Customer satisfaction	19
2.3 SERVQUAL Model	20
2.4 Factors That Related To Customer Satisfaction Dependant Variables	21
2.5 Conceptual Framework	29
2.6 Variable of this study	30
2.7 Relationship between Independent Variables and Dependent Variables.	33
2.8 Conclusion	39

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Introduction**

This chapter focuses on the background of the study which is the service quality and customer satisfaction towards counter service in Road Transport Department (JPJ) at Sungai Petani, Kedah. The customer satisfaction is important as it represents of the quality of the organization itself whether public and private sector. This chapter begins with the research background, followed by the problem statement, research questions, research objectives, scope of the study, significant of the study and lastly the definition of terms and concepts used in this study.