



A STUDY OF CUSTOMER'S SATISFACTION TOWARDS SERVICE QUALITY

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ABSTRACT

Customer satisfaction means the degree of overall pleasure or contentment felt by the customers, resulting from the ability of the services to fulfill the customer's desires expectations and need in relation to the services. The objective this study is to investigate how strong the factors that influence the customer satisfaction at Department Of Facility Management (DOFM). The factors are the reliability, responsiveness, tangible, assurance and empathy.

Primary data and secondary data are used in this study through distribution of questionnaires to the customers of DOFM and collecting data from previous research. By using the proportionate sampling method, there are 135 respondents of DOFM customers who answer the questionnaire about relationship between reliability, responsiveness, tangible, assurance, empathy and customer satisfaction towards services provided by DOFM.

The data analyzed by using Statistical Package for Social Science (SPSS) Version 13.0 to carry out the accurate statistical result. SPSS software helps the researcher to determine the best statistical techniques to be used in interpreting the outcome.

The result of this study shows that the independent variables have relationship with dependent variable. The relationship can be positive or negative. After analyzing the relationship between variables, researcher can make conclusion about the factors influencing the customer satisfaction towards services provided by DOFM.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter reviews the introduction of the study in order to identify its concept which include back ground of the study, the statement of the problems, research objective as well as research questions. This followed by the significance of the study, its limitations and operational definition of terms used that make up the concept model.

1.1 Back ground of study

The purpose of this study is to explore customer satisfaction and service quality provided by Department Of Facility Management (DOFM), Universiti Teknologi MARA Pulau Pinang (UiTMPP), by measuring the perceptions and expectations on the services received by staffs of UiTMPP. DOFM is responsible in managing asset and facilities of the UiTMPP. DOFM plays an important role to ensure that all the facilities are well managed and controlled so both the teaching and learning can be done and carried out property.

To ensure the Facilities Management (FM) services provided by DOFM are always relevant to the needs of the University, DOFM need to gives the highest priority on every aspect of customer service improvement.

The objectives of DOFM are to handling maintenance tasks on the physical infrastructure in the campus, fixing or replacing damaged physical infrastructure, handling and monitoring development project and managing the administration of DOFM office.