

THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER
SATISFACTION TOWARDS COUNTER SERVICE IN SERVICE SARAWAK
CENTRE AT URBAN TRANSFORMATION CENTRE (UTC), KUCHING
SARAWAK.

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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
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ABSTRACT

The purpose of this study was to identify which service quality dimension has the highest level of contribution towards customer satisfaction and to determine the relationship between service quality and customer satisfaction. While for the questionnaire of the study has be constructed with 25 questions for service quality items covering for 5 elements in service quality dimension. Each element of service quality dimension contains 5 questions and using 4 liked scales (strongly disagree, disagree, agree and strongly agree). The result from this study showed the 5 element in the service quality dimension has the positive relationship with the customer satisfaction. The strongest relationship with the customers' satisfaction was reliability.

The reliability of the organization is where the service provides as their promise and customers can depend with the service provider to handling their problem. Besides, reliability is one the best way to gain customer loyalty, because they can depend and trust the service provide free from information error while handling their problems.

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CHAPTER 1

INTRODUCTION

This chapter explained the relationship between service quality and customer satisfaction towards counter services in Service Sarawak Centre at Urban Transformation Centre (UTC), Kuching Sarawak. In order to understand this study, this chapter explained the background of the study, statement of the problem, research objectives, research questions, significant of the study and definition of term for each element in this study.

Background of the study

Urban Transformation Centre (UTC) is one of the efforts and initiatives of the Malaysian government to provide urban communities a centralised location for core government agencies, public facility and services of private sectors. Service Sarawak Centre called as one stop centre, where it combine many service in on units such as Sarawak Energy, Treasure, Property and other else. It is part of the National Blue Ocean Strategy (NBOS) which was introduced to improve the quality of services through strategic partnerships between government agencies and the private sector.

A studies by Yasin et al., (2004), Rodie and Martin, (2001) have shown the relationship between service quality and customer satisfaction has been long debated among the private and government sector, this is because both sectors have becoming competitive than before. In any part of the organization functions, the most crucial