

**MEASURING SERVICE QUALITY LEVEL AT ONE STOP SOLUTION  
POS MALAYSIA BUTTERWORTH: APPLICATION OF SERVQUAL  
DIMENSION**

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Thank You.

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## **ABSTRACT**

The global and complexity of today's competitive business environment have make customers satisfaction as one of the most important sources of competitive advantage for the service industries. Many of the leading companies and organizations have started to exploit opportunities to face this situation and recognized the importance to have systematic processes to manage quality to gain and maintain this competitive position. Most of business management is aware of the fierce competition in every sector and customer expectations have never been greater. It is no longer sufficient just to maintain a business; it is to move forward if a business wants to achieve a sustainable future.

The purpose of the study is to measure the service quality at One Stop Solution Pos Office Butterworth. The research objective is to identify whether there is relationship between independent variable and dependent variable. . In contrast, satisfaction is evaluated in the present study by the customer on the basis of the quality of the service (in terms of employee and organizational performance) which reliability, tangibility, and assurance is the most widely use and applied scales for the measurement of perceive customers satisfaction.

The research found that service quality was the most important dimension for all customers at the counter service. The greatest improvement in service quality would be achieved through improved service convenience. The result also shows there is a strong relation between dependent variable and independent variable.

The implication of these findings is important for the organization to know their level of customers satisfaction from their service quality.

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