THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION AT CHANCELLORY OF UNIVERSITI MALAYSIA TERENGGANU

NORAIN BINTI ABD WAHID

LOR IN OFFICE SYSTEMS MANAGEMENT (HONS)
UNIVERSITI TEKNOLOGI MARA

2014

ABSTRACT

This study attempts to examine the relationship between service quality and customer satisfaction at Chancellory of Universiti Malaysia Terengganu. The study was conducted using a set of questionnaire to 285 employees of Universiti Malaysia Terengganu and a convenience sampling is employed. The survey instruments included a demographic survey, service quality and customer satisfaction. The study was used SPSS for windows 19.0 statistical software to organize and analyze all the data collected. The collected data was analyzed using descriptive analysis and correlation analysis. There result of the study showed that there is a significant relationship between service quality and customer satisfaction at Chancellory of Universiti Malaysia Terengganu. Meanwhile the result of this study contributed to existing theory by confirming the relationship between service quality, customer satisfaction and SERVQUAL dimensions. Besides that, this study may be important because it may provide valuable information for top management in order to comprehend significant relationship regarding the service quality and customer satisfaction level in relation its organization.

Keywords: Service quality, customer satisfaction, service quality dimensions, Universiti Malaysia Terengganu

ACKNOWLEDGEMENT

TABLE OF CONTENTS

CHAPTER 1

INTRODUCTION

BACKGROUND OF THE STUDY

Nowadays, most of the businesses focus on the service quality in order to get the customer satisfaction and it is important in creating competitive advantages. In order to compete in such a globalized environment more effectively, organizations need to understand how their services are perceived and classified from a customer's point-of-view. In today's changing global environment, many businesses are facing increasing competition that forces them to seek competitive advantage, efficiency and profitable ways to differentiate themselves (Mei, Dean, & White 1999). In both domestic markets and internationally, the service concept is gaining importance in parallel with economic development and increasing standard of living. Numerous studies have shown that provision of high-quality services is directly related to increase in profits, market share and cost savings (Devlin & Dong, 1994). Moreover, in some businesses such as tourism, banking and catering, the delivery of high quality services to consumers is increasingly recognized as a key factor affecting the performance of firms.

Service quality is an important antecedent of consumer assessment of value. Value assessments in turn have been found to influence consumer satisfaction and motivate behavioral intentions (Zeithaml, 1988; Babakus & Boller, 1992). Customer satisfaction is affected from the delivery of the service quality. Evans &