

**THE RELATIONSHIP BETWEEN
SERVICE QUALITY AND CUSTOMERS' SATISFACTION AT
PEJABAT PENDIDIKAN DAERAH BALING SIK KEDAH**

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ABSTRACT

Nowadays, service quality and customers satisfaction among private and public company has become a common topic. Thus, the purpose of the study is to investigate the relationship between service quality and customers' satisfaction at Pejabat Pendidikan Daerah Baling Sik (PPDBS) Kedah. There are three objectives developed to cover the scope of the study. The first objective is to identify the main factor of service quality that influence customers' satisfaction at PPDBS Kedah. The mean and standard deviation descriptive statistic has been used to identify the main factor of service quality that influence customers' satisfaction at PPDBS Kedah.

The second objective is to investigate the relationship between service quality and customers' satisfaction at PPDBS Kedah. The Pearson Correlation Coefficient descriptive statistic has been used to identify the relationship between service quality and customers' satisfaction at PPDBS Kedah. Meantime, the third objective is to determine the significant difference in the average scores of customers' satisfaction among male and female respondents. The independent t-test descriptive statistic has been used to analyze the differences between male and female respondents.

Otherwise, there are 150 questionnaires distributed among PPDBS Kedah customers. The total of the questionnaires can be used to analyze the data and used to determine all the objectives are 107 questionnaires. Therefore, the total of the respondents are 107 respondents. Others, the finding of the study shows the highest relationship between service quality and customers' satisfaction is human element of service delivery. As for recommendation, this study helps PPDBS Kedah improve service quality and can increase the level of customers' satisfaction toward the service provided to customers.

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CHAPTER 1

INTRODUCTION

Background of the Study

Recently, the relationship between service quality and customers' satisfaction becomes a major concern to academic and business. Many efforts have been conducted to study the relationship between these two variables. This is because customers' satisfaction is given less attention by most of the companies especially in the government sector.

Service quality is equal to the difference between the perception and expectation. (Herington & Weaven, 2009; Parasuraman, Zeithaml, & Berry, 1988). This means that the service quality is measured by the customers' perception and expectation. Services quality also becomes an important antecedent to customers' satisfaction, which is inextricably linked to consumer pre-purchased behavior and consumption decision making. (Herington & Weaven, 2009; Cronin & Taylor, 1992).

Customers' satisfaction is defined as the number of customers percentage of total customers, whose reported experience with a firm, its products, or its service (ratings) exceeds specified satisfaction goals, (John & Joby, 2003). Customers'