

THE RELATIONSHIP BETWEEN SERVICE QUALITY AND EMPLOYEE
SATISFACTIONS AT JABATAN KERJA RAYA (JKR)

TIDAK BOLEH DIFOTOSTAT

SITI NORSAIDAH BINTI MUHAMMAD

BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)
UNIVERSITI TEKNOLOGI MARA

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Messenger our Prophet Muhammad SAW.”**

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Siti Norsaidah Binti Muhammad

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Faculty of Business Management
Universiti Teknologi MARA (UiTM)

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ABSTRACT

In today's business environment, satisfying employees' has been challenging to the company that provide a services and products. In order to make the employees's are able to loyal with the company, the company need to provide a good service. Service quality can be defined as an evaluation process from employees' whether the company provide a good service or not. While employees' satisfaction can be defined as a employees' perceived that an individual, company has effectively provided services and product that meets the employees' needs.

Studies have shown that, if the company gives the good services then the employees' are able to give satisfaction with the services that are provided. This research paper analyzes the dimensions of service quality which are tangible dimensions, reliability dimensions, responsiveness dimensions, assurance dimensions and empathy dimensions. This research paper also identifies the level of employees' satisfaction towards services quality at Jabatan Kerja Raya (JKR) in terms of their cultures, ethics, safety, management and attitudes. Besides that, this research paper also identifies the relationship between service quality and employees' satisfaction in public sector in the case of Jabatan Kerja Raya (JKR) employees.

There are 100 respondents involved in this research paper. In this research paper, it focuses on the internal employees' which is focus on the employees of Jabatan Kerja Raya (JKR). To get the result, the researcher used the several analysis which consists frequency analysis, reliability analysis, descriptive analysis and also correlation analysis. For the finding, it can conclude that some variables are significant based on the reliability, descriptive and correlation analysis. But some variable will be not significant with a few problems. In this research, there have two recommendations that are for staffs and future researchers. The organization should always maintain their services in order to make the employees' loyalty towards the company.

CHAPTER 1

INTRODUCTION

1.0 OVERVIEW

Employee satisfaction is perhaps the most frequently studied construct in the organizational sciences (Schneider and Brief, 1992). Employee satisfaction has been defined as “a pleasurable or positive emotional state resulting from the appraisal of ones job or job experiences” (Locke, 1976).

It is often assumed that employees who are more satisfied with their job condition are more likely to produce better work outcomes. This is base on the rationale that higher levels of satisfaction improve morale and reduce voluntary turnover (Dole and Schroeder, 2001). A meta-analysis conducted by Petty et al. (1984) concluded that employee satisfaction and performance are indeed positively correlated.

Models of employee turnover almost universally propose a negative relationship between satisfaction and turnover (Hom and Griffeth, 1991; Hulin et al., 1985; March and Simon, 1958; Mobley et al., 1979; Price and Mueller, 1986; Rusbult and Farrell, 1983). More importantly, three meta-analyses have concluded that such a link exists (Carsten and Spector, 1987; Hom and Griffeth, 1995; Steel and Ovalle, 1984), and studies using structural equation modeling techniques support the viability of casual