



A STUDY ON SERVICE QUALITY PROVIDED BY THE YOUTH  
AND SPORTS DEPARTMENT, BEAUFORT LEADING  
TO CUSTOMER SATISFACTION

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## **ABSTRACT**

The purpose of this research was to determine the quality of services provided by the Youth and Sports Department (Federal) Beaufort leading towards the satisfaction level of the customers. The SERVQUAL model was used. The Youth and Sports Department, Beaufort provided services that can help and encouraged youths to be a healthy person in sports and training that included talks and courses regarding youth development, and carrying out carnival programs and campaigns. Exactly 120 respondents were selected by the researcher to be the sample size of the research and they were the youths that lived in Beaufort district.

From the findings of the research, the author identified that the categories of customers that used the Youth and Sports Department, Beaufort services comprised of gender, age, races, occupation, monthly income and types offered. As a conclusion, it was found that the Youth and Sports Department, Beaufort had performed satisfactorily in giving quality services to their customers even though there were a small number of them who were not satisfied with the Department's services. The respondents in this research gave their recommendations as well as suggestions to the Youth and Sports Department in Beaufort to further improve their services. Hence the objectives of this research have been achieved.

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