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FACULTY ADMINISTRATIVE SCIENCE AND POLICY
STUDIES

CUSTOMERS' SATISFACTIONS AND SERVICE QUALITY
AT THE JABATAN PENDAFTARAN NEGARA

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THE ABSTRACT

Nowadays, customer satisfactions are really important issues to the business, which it can determine the business profit or lost. This is because customer experience various levels of satisfactions or dissatisfaction after each service experience according to the extent to which their expectations were met or exceeded. The Jabatan Pendaftaran Negara (JPN) is a department under the Ministry of Home Affairs. It is responsible for registering important events of every individual such as birth, death, adoption, marriage and divorce. In addition, JPN is also responsible for determining citizenship status and issuing individual identification document to those who are eligible in the form of an identity card. Therefore it is important to know how satisfied customer towards quality of services that provide by JPN. The SERVQUAL model a standardized scale that measures expectations and perceptions about critical quality dimensions according to Lovelock (2002). The five dimensions are: tangibles, reliability, responsiveness, assurance, and empathy. When perceived performance ratings are lower than expectations. It is a sign of poor quality; reverse indicated good quality.

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