



UNIVERSITI TEKNOLOGI MARA  
FACULTY ADMINISTRATIVE SCIENCE AND POLICY  
STUDIES

CUSTOMERS' SATISFACTIONS AND SERVICE QUALITY  
AT THE JABATAN PENDAFTARAN NEGARA

FARIZAN MOHD SAID  
2006860662

MAY 2008

## **ACKNOWLEDGEMENT**

Firstly, I would like to express my deepest thanks to Almighty Allah S.W.T for giving me strength and patience to complete this research.

A special note of appreciation is given to my advisor, Mdm. Afida Arafa for all her advice, criticism and guidance during the preparation of this research. I learn valuable lesson about research in action. Things do not go as expected or planned. You just have to make adjustment but this adjustment must be justified or qualified.

I am also deeply indebted to Prof. Helmi Abdul Rahman, whom giving all of us his guidance since part 5. Although his not around with us now cause he was being transfer, but all his knowledge will remain with us.

Not forgotten to my father, Mohd said Lamit, My Mother Jepiah bte Ulah and my siblings. Thank you for all your prayers, love, moral and financial support that I cannot replace.

Finally to all my friends, who always be there for me and help me compete this research.

Farizan Mohd Said

Bachelor of Administration Science (Honours)

Faculty of Administrative Science and Policy Studies

Universiti Teknologi Mara, Kota Kinabalu.

## 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.*

## TABLE OF CONTENTS

	<b>Pages</b>
Clearance for submission	I
Declarations of Original Work	II
Acknowledgement	III
Abstract	IV
Table of Content	V

### CHAPTER ONE

1. Introduction	
1.1. Organization background	1
1.2. Problem of statement	2
1.3. Objectives of the study	3
1.4. Scope of study	3
1.5. Limitations of the study	4
1.6. Significance of the study	5
1.7. Definitions of terms and concepts	6

### CHAPTER TWO

2. Literature Review and Theoretical Framework	
2.1. Definition of Service Quality	7 – 8
2.2. Definition of Customer Satisfaction	9 – 13
2.3. Relationship between Customers' Satisfaction and Service Quality	14– 15
2.4. Measures of Service Quality and Customers' satisfaction	15– 19
2.5. Theoretical Framework	20
2.6. Research Questions	22
2.7. Hypothesis	22
2.7.1. Research Hypothesis	23

## **CHAPTER THREE**

3. Research Design and Methodology	
3.1. Introduction	24
3.2. Research design	24
3.3. Data sources	24
3.3.1. Primary data	24
3.3.2. Secondary data	26
3.4. Sampling	27
3.5. Data analysis	27

## **CHAPTER FOUR**

4. Finding and analysis	
4.1. Normality Test	29
4.2. Reliability	30 – 32
4.3. Descriptive	33 – 36
4.4. Frequencies	37 – 59
4.5. Cross tabulation	60 – 61
4.6. Nonparametric tests	
4.6.1. Wilcoxon Single Rank test	62 – 63
4.6.2. Kruskal Wallis test	65
4.7. Analysis	66 – 68

## **CHAPTER FIVE**

5. Conclusion and Recommendation	69 – 71
----------------------------------	---------

## **BIBLIOGRAPHY**

## **APPENDICES**