



**CONTAINER PORT SERVICE QUALITY ON
ROPMS CONCEPTUAL MODEL:
A CASE STUDY OF SABAH PORT SDN BHD, MALAYSIA**

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ABSTRACT

Delivering quality in services sectors are a major element in satisfying the target customers. In return, profit and loyalty as to retaining customers can be achieved. This study is done to serve the above statement. The purpose of this study is to examine the quality of service offered by port in Sabah Port Sdn. Bhd. (Container Port, Kota Kinabalu), whereas measurement of satisfaction is incurred with the used on universal approach; ROPMIS Conceptual Model service quality done by Thai V. V.; 2008. Investigate the relationship between the port users and customer satisfaction, whereby loyalty (retaining) is the utmost concern. The study use a sample of 143 debtors' company account number with Sabah Ports which consists of all shippers, freight forwarders, consignees and agents as former and current port users. Moreover, the study is employing method of data collecting, as in the use of both mail survey/fax and spontaneous interview. Confidential information is the major limitation. In addition, this method is only tested for service providers. Future research, that this method should be tested using the same instruments on customer by other service providers as well with additional dimension on human factor. This study reveals the quality of the services and competitiveness (satisfaction level) of Sabah Port Sdn Bhd in the market moreover; manager implications are outlined for future use. Universal benchmarking approach as in use of service providers can be implied.

Keywords: Service Quality, ROPMIS, Customer Satisfaction, Loyalty