THE RELATIONSHIP BETWEEN QUALITY SERVICE AND CUSTOMER SATISFACTION AT EVERRISE SUPERMARKET, DESA ILMU, KOTA SAMARAHAN, SARAWAK

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**ABSTRACT**

Service Quality within retail units is pivotal for satisfying customers, retaining them and creating loyalty amongst customers. The problems faced by consumers when it comes to customer satisfaction is the issue of operating hours being too rigid and not flexible. According to Banker (2005), there are persistent complaints such as reliable and untimely service provision. This research uses SERVQUAL to analyze the gap between perceptions and expectations of the customer, concerning with the service at retail units. Customer Satisfaction level is assessed for the services offered at selected retail units. Four dimensions in service quality (servqual), tangibility, reliability, responsiveness and assurance (Parasuraman, Zeithaml, & Berry, 1985) were considered in this empirical research. This research focused on the measurement of customer satisfaction through quality service in the retailing industry. A quantitative research was used to study the relationship between service quality dimensions and customer satisfaction. A total of 127 responses from 140 distributed questionnaires were used for the analysis of this study. The results showed that the relationship between Service Quality (Tangible, Reliability, Responsiveness, Assurance) were positive, moderate and significant with the Customer Satisfaction. By having this result, it was proved that the Customer Satisfaction was affected by Service Quality. Furthermore, this study provides the discussion of research questions and the recommendation for future research.

# ACKNOWLEDGEMENT

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CHAPTER 1

**INTRODUCTION**

This chapter explains the overall research observation which includes the background of the study, statement of the problem, and research objective, research question, significance of the study, limitations of the study and definition of terms. Therefore, this chapter answers the reasons for conducting the present research entitled the service quality and customer satisfaction at Everrise Supermarket, Desa Ilmu, Kota Samarahan, Sarawak.

Background of the Study

Service quality within retail units is pivotal for satisfying customers, retaining them and creating loyalty among customers. Besides that, this research uses SERVQUAL to analyse the gap between perceptions and expectations of the customer, concerning the service at public sector in retail units. Other than that, customer satisfaction level of the services offered at selected retailing units in the city of Kuching, Sarawak is assessed. On the other hand, five dimensions in service quality (SERVQUAL), tangibility, reliability, responsiveness, empathy, and assurance (Berry, Parasuraman & Zeithaml, 1985) have been considered for this empirical research.