

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON FISHERMAN SATISFACTION  
TOWARD SERVICE QUALITY IN LEMBAGA  
KEMAJUAN IKAN MALAYSIA (LKIM) DUNGUN,  
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## ABSTRACT

Service quality and customer satisfaction are very important concepts that companies must understand if they are to grow and remain competitive in the business environment. It is very important for companies to know how to measure these constructs from the customers' perspective so as to understand their needs and satisfy them. Service quality is considered to be very critical to any modern business because it contributes higher customer satisfaction, profitability, reduced cost, improved customer loyalty and retention. The main purpose of this study is to assess customer satisfaction and service quality using SERVQUAL model within LKIM working environment. Other purposes include how customers perceive service quality; identify service quality dimensions that contribute to higher satisfaction, factors hindering customer satisfaction and what should be done to improve customer satisfaction for LKIM customers. A questionnaire was designed and distributed to respondents using a convenience sampling technique for LKIM customers. The analysis carried found that, the overall service quality perceived by customers was not satisfactory; means customers expectations exceeded perceptions. Also analysis revealed that LKIM Customer Care, availability, handsets flexibility and air time charges are the critical factors that hinder satisfaction. As far as theory is concerned findings reveals that SERVQUAL model is not the best tool to use in measuring service quality for LKIM because the dimensions were negative gap. But the method still relevant to use in this time. This study contributes to the already existing studies examining service quality within LKIM using SERVQUAL model.

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## TABLE OF CONTENTS

<b>AUTHOR'S DECLARATION</b>	iv
<b>ABSTARCT</b>	v
<b>ACKNOWLEDGEMENT</b>	vi
<b>TABLE OF CONTENT</b>	vii
<b>LIST OF FIGURE</b>	x
<b>LIST OF TABLE</b>	xi

### **CHAPTER ONE: INTRODUCTION**

1.1	Introduction	1
1.2	Background of Study	2
1.3	Problem Statement	3
1.4	Research Objective	4
1.5	Research Question	4
1.6	Research Hypothosis	5
1.7	Significant of study	6
1.7.1	Benefits to customers	6
1.7.2	Benefits to practitioners	6
1.8	Service Quality	7
1.9	Limitation of the Study	7
1.10	Definition of Terms	7

### **CHAPTER TWO: LITERATURE REVIEW**

2.1	Introduction	9
2.2	Service concept	10
2.3	Quality Concept	11

2.4	Service Quality	11
2.5	Customer satisfaction	13
2.6	Service Quality Model	14
2.7	Service Encounters or Moments of Truth	15
2.8	Relationship between Service quality and customer satisfaction	17
2.9	The SERVQUAL model and its Underlying Theories	18
2.10	Theoretical Framework	23
2.11	Research Hypothesis	23

### **CHAPTER THREE: RESEARCH METHODOLOGY**

3.1	Introduction	24
3.2	Research Design	24
3.3	Area of Study	24
3.4	Sampling Design and Procedures	25
3.5	Research Approach	25
3.6	Variables and Measurement Procedures	25
3.7	Method of Data Collection	26
3.8	Method of Data Collection	26
3.8.1	Questionnaires	26
3.9	Data Procedure	27
3.9.1	Pilot test	27
3.10	Data Analysis	27