



**MEASURING SERVICE QUALITY IN SAMARAHAN DISTRICT OFFICE**

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## ABSTRACT

The services provided by Samarahan District Office (SDO) is a type of public services that are important for their local people in order to give advantages and administrating their local people needs. The project paper covers the measurement of the quality of services provided by SDO's services. These SDO service quality related to the characteristic by namely, organisation, product or services is judge by the clients. The good quality services provided by SDO can only be achieved with the existence of excellent staffs in different level or fields from aspect of knowledgeable, expert in work, discipline and committed in their work and productive. The purposed of the research is about the service quality in SDO by measuring the quality level of service provided by the staffs to the SDO's customers. The project paper also simply identified the level of achievement of the SDO services towards their customer in a standard of the quality service. The level or timeline use by the SDO itself in delivering their services is difference and based on their customer charter. This project paper makes studies on their service quality from both internal and external customer of SDO in order to gained the result of the services either good service quality or not. The questionnaire and the customer feedback or opinion have facilitated and determined such benefit and problem occurred in the SDO movement to achieve the service quality. Therefore, the respondent either internal or external staffs and client charter been used as a guideline to guided in measuring the service quality for SDO. All in this study used a research methodology such as questionnaire which has been distributed to all the respondents. The feedback from the respondent is used for the study's finding and determined the level of quality services in SDO and there are several finding showed that there are need some improvement on the SDO services. Therefore, there are also showed that the previous studied supports that the public sector or service need to improve their services to meet the quality standard. The studies have helps the public service especially in SDO with some ideas and opinion to help them generates ideas to improve or develop good services in the future or present to make the public in their responsible areas felt satisfied and meet the quality standard as other agencies or government departments.

## CHAPTER ONE

### INTRODUCTION

#### 1.0 INTRODUCTION

The quality is defined as a degree or grade of excellence or worth contribute by a person or group. Service quality is known as a one of the important elements to survive and compete in a global environment. Service quality is the desire by the service provider to measure their ability to provide different priority to different services or to guarantee a certain level of performance to a customer from their services. The service quality relates to the characteristic by which an organization, product or services is judged by clients. From the perspective of client, there are there is a desire for a better quality services. In a perspective of service provider, there is a need to continuously improve their service to make sure their existence relevant and important. In order to gain the good service quality, all the service provided must be conduct in a professional way and in a certain manners such as efficiently, trust, patient, discipline, committed, respect, concern, positive mind, responsibility and proactive.

The research is about the service quality in Samarahan District Office by measure the quality level of service provided by the staffs for their customers. The level or timeline use by the district office itself in delivering their services is difference and based on their customer charter. Moreover, a research on their service quality from both internal and external customer of Samarahan District Office find the result for the service provided by this district office is a good service quality or not. All opinions and concern of the customer perceptions of their services has facilitate and determine such benefit or problem occurs in the achieving the service quality. As a conclusion, the researchers gain lots of benefits and knowledge in the study. The research has help for generate ideas in the public sectors or other district

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

##### **QUALITY**

The term quality of service (QoS) refers to resources reservation control mechanism rather than the achieved service quality. Quality of service is the ability to provide different priority to different applications, users, or data flows, or to guarantee a certain level of performance to a data flow (Wikipedia, 2010).

According to the prevailing Japanese philosophy, quality is an elusive and indefinite construct. Often mistaken for inaccurate adjective like "goodness, or luxury, or shininess, or weight" (Crosby 1979), quality and its requirements are not easily expressed by consumers (Takeuchi and Quelch, 1983).

Quality is "zero defects doing it right the first time". (Garvin, 1983) measures quality by counting the incidence of "internal" failures, those observed before a product leaves the factory and "external" failures, those incurred in the field after a unit has been installed.

##### **SERVICE QUALITY**

Service quality are where we look under what customer satisfied of service that some organization given to them when using any services. Service quality to customer is important where in the decision making process. For example some for customer who want to have a memorable shopping experience and perception of service. What means for decision making, it is when the shop or organization given the service and what the customer receive from what they do, "according to Randall Bullard". If a good service provide to customer, this will make them loyal and will be contentious customer. If an organization fails to provide quality customer service, the loyalty customer will turnoff and maybe go to another organization. Where he or she feel comfortable and the service provide is of the highest quality.

Thus, quality service important aspect of any business's ability to remain a market force in an increasingly competitive and diverse marketplace. Good customer service is the primary factor in an organization's ability to sustain growth and