



**CUSTOMER PERCEPTION OF SERVICE QUALITY: THE CASE OF PEJABAT HAL EHWAL DALAM
NEGERI DAN PENYELIDIKAN, JABATAN KETUA MENTERI**

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TABLE OF CONTENT

TOPICS	PAGES
CHAPTER 1: INTRODUCTION	1-2
1.1 SERVICE QUALITY	
1.2 BACKGROUND OF STUDY	
1.2.1 OVERVIEW OF PEJABAT HAL EHWAL DALAM NEGERI DAN PENYELIDIKAN (PHEDN&P)	3
1.2.2 CUSTOMER PERCEPTION OF SERVICE QUALITY	3-5
1.2.3 MEASURING SERVICE QUALITY	5
1.2.4 SERVQUAL	6
1.3 SCOPE OF STUDY	7
1.4 PROBLEM STATEMENT	8-9
1.5 RESEARCH OBJECTIVE	10
1.6 RESEARCH QUESTIONS	11
1.7 SIGNIFICANCE OF STUDY	12
I. TO PEJABAT HAL EHWAL DALAM NEGERI DAN PENYELIDIKAN (PHEDN&P)	
II. TO RESEARCHER	
III. TO CLIENTS	
1.8 LIMITATION OF STUDY	
1. COOPERATION OF RESPONDENTS	13
2. DISTRIBUTION OF QUESTIONNAIRES	13
CHAPTER 2: LITERATURE REVIEW	
2.1 PERCEPTION	14-17
2.2 CUSTOMER PERCEPTIONS	
2.2.1 CUSTOMER PERCEPTION	17
2.2.2 FACTOR THAT INFLUENCE CUSTOMERS' PERCEPTION	17-19
2.3 SERVICES	19
2.3.1 TYPE OF SERVICES	19-20
2.3.2 THE CHARACTERISTIC OF SERVICES	20-21
2.4 SERVICE QUALITY	22-24
2.4.1 BENEFITS OF SERVICE QUALITY	24-25
2.5 QUALITY	25
2.6 THE CUSTOMER PERCEIVED SERVICE QUALITY	25-26
2.7 SERVQUAL DIMENSIONS	26-35
2.8 THEORETICAL FRAMEWORKS	36
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 RESEARCH DESIGN	37-39
3.2 DATA COLLECTION METHOD	
3.2.1 PRIMARY DATA	40
3.2.2 SECONDARY DATA	40
3.3 SAMPLING PROCEDURE	40
3.4 DATA ANALYSIS	41-42
3.4.1 SSPS	43

3.4.2 CROSSTABULATION	43-44
3.4.5 DESCRIPTIVE ANALYSIS	45-46
3.4.6 RELIABILITY TEST	47-54
CHAPTER 4: DATA FINDINGS	
4.1 FREQUENCY ANALYSIS	55-73
4.2 ANALYSIS ON OBJECTIVE	74-75
CHAPTER 5: CONCLUSION AND RECOMMENDATION	
5.1 CONCLUSION	76-78
5.2 RECOMMENDATIONS	
5.2.1 IMPROVING THE LEVEL OF RELIABILITY	79
5.2.2 IMPROVING SERVICE QUALITY	79
5.2.3 MOTIVATE AND TRAINING STAFF	80
5.2.4 COMPLAINT AND SUGGESTION SYSTEM	80-81
5.2.5 HANDLING CUSTOMER COMPLAINTS	81
5.2.6 ADOPT RELATIONSHIP MARKETING	81-82
BIBLIOGRAPHY	83-85
APPENDICES	86-88

LIST OF TABLES

TABLES	PAGES
Table 3.4.2: Respondent's Gender * The services are provided at the time they are promised Cross tabulation	43
Table 3.4.3 Respondent's Age * PHEDN&P staffs are consistently well mannered with respondent Cross tabulation	44
Table 3.4.4 Respondent's Citizenship * The PHEDN&P understand respondent's needs Cross tabulation	44
Table 3.4.5: Descriptive Statistics for customer perception of service quality in PHEDN&P	45-46
Table 3.4.6: Rules of thumb about Cronbach's Alpha Coefficient size	47
Table 3.4.7 Reliability Statistics	48-49
Table 3.4.7(a): Reliability Statistics for Customer Perception of Tangible Dimension in PHEDN&P	50
Table 3.4.7(b): Reliability Statistics Customer Perception of Reliability Dimension in PHEDN&P	51
Table 3.4.7(c): Reliability Statistics Customer Perception of Responsiveness Dimension in PHEDN&P	52
Table 3.4.7(d): Reliability Statistics for Customer Perception of Assurance Dimension in PHEDN&P	53
Table 3.4.7(e): Reliability Statistics for Customer Perception of Empathy Dimension in PHEDN&P	54
Table 4.1.1: Respondent's Gender	55
Table 4.1.2: Respondent's Age	56
Table 4.1.3: Respondent's Citizenship	57
Table 4.1.4: PHEDN&P has up to date looking equipment	58
Table 4.1.5: The physical facilities at the PHEDN&P are visually attractive	59
Table 4.1.6: The PHEDN&P staffs dressed appropriately	60
Table 4.1.7: When PHEDN&P promise to do something by a certain time, they will do so	61
Table 4.1.8: When a respondent's has a problem, the staffs are shown interest in solving it	62
Table 4.1.9: The services are provided at the time they are promised	63
Table 4.1.10: When there is a problem PHEDN&P respond to it quickly and efficiently	64
Table 4.1.11: Staffs in the PHEDN&P give immediate service to respondent	65
Table 4.1.12: Staffs in the PHEDN&P are always willing to help respondent	66
Table 4.1.13: The behaviour of employees in PHEDN&P instills confidence in respondent	67
Table 4.1.14: Respondent's feel safe in transactions with the PHEDN&P	68
Table 4.1.15: PHEDN&P staffs are consistently well mannered with respondent	69
Table 4.1.16: Staffs in the PHEDN&P have the knowledge to answer respondent's questions	70
Table 17: The PHEDN&P gives respondent individual intention	71

LIST OF FIGURES

FIGURES	PAGES
Figure 2.7.1: Dimensions of Service Quality	27
Figure 4.1.1: Respondent's Gender	55
Figure 4.1.2: Respondent's Age (in years)	56
Figure 4.1.3: Respondent's Citizenship	57
Figure 4.1.4: PHEDN&P has up to date looking equipment	58
Figure 4.1.5: The physical facilities at the PHEDN&P are visually attractive	59
Figure 4.1.6: The PHEDN&P staffs dressed appropriately	60
Figure 4.1.7: When PHEDN&P promise to do something by a certain time, they will do so	61
Figure 4.1.8: When a respondent's has a problem, the staffs are shown interest in solving it	62
Figure 4.1.9: The services are provided at the time they are promised	63
Figure 4.1.10: When there is a problem PHEDN&P respond to it quickly and efficiently	64
Figure 4.1.11: Staffs in the PHEDN&P give immediate service to respondent	65
Figure 4.1.12: Staffs in the PHEDN&P are always willing to help respondent	66
Figure 4.1.13: The behaviour of employees in PHEDN&P instils confidence in respondent	67
Figure 4.1.14: Respondent's feel safe in transactions with the PHEDN&P	68
Figure 4.1.15: PHEDN&P staffs are consistently well mannered with respondent	69
Figure 4.1.16: Staffs in the PHEDN&P have the knowledge to answer respondent's questions	70
Figure 4.1.17: The PHEDN&P gives respondent individual intention	71
Figure 4.1.18: The PHEDN&P has working hours convenient to respondent	72
Figure 19: The PHEDN&P understand respondent's needs	73

Abstract

Pejabat Hal Ehwal Dalam Negeri dan Penyelidikan is an office under the Department of the Chief Minister. It is one of government body who provide service in their company performance which is one of the key functionality in enhancing their performance. The function of this organization responsible for the formulation and implementation of policies that lead to these matters in the interest of the State in particular with respect to security and public order. If PHEDN&P wants to build a good costumer perception they should provide the best service quality more effectively and efficiently on their service performance.

This study on customer perception on PHEDN&P service quality aims to identify the dimensions in which the services provided by the organized PHEDPN&P to the customers and also it revels the dimensional measure and the perception of the customers further this study explores the factors that derive the perception of the customers on government service quality.

The purpose of this research is to study the customer perceptions of service quality provided by PHEDN&P. The research used the service quality (SERVQUAL) dimensions. There are 5 dimensions in SERVQUAL which are reliability, responsiveness, assurance, empathy and tangible. This dimension will be used to identify customer perception towards service quality provided by PHEDN&P as quality services depend on the PHEDN&P employee's performance and their ability to provide the services. In this study, the methods used are questionnaire to identify the relevant information regarding the study on customer perception of service quality provided by PHEDN&P. The result on customer perception of service quality will suggest whether the PHEDN&P may need changes or improvement in their service performance in order to be able to provide continuously quality services.