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FACULTY OF ADMINISTRATIVE SCIENCE & POLICY  
STUDIES



CUSTOMER SATISFATION TOWARDS SERVICE QUALITY  
IN POS MALAYSIA  
BERHAD KUCHING SARAWAK

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## THE ABSTRACT

### Abstract

Numerous kind of complaints that has been received by the customers regarding on the services available in Pos Malaysia Berhad Kuching Sarawak has influence the level of customer satisfaction. This kind of complaints regarding on the service quality of this particular organization give a great influence to the customer's loyalty towards Pos Malaysia Berhad Kuching Sarawak. By using SERVQUAL dimensions (Parasuraman et al., 1985) we able to identify the most dimensions that effect customer satisfaction. The study regarding on customer satisfaction towards service quality of Pos Malaysia Berhad Kuching Sarawak is to identify the most SERVQUAL dimensions that most influence customer satisfaction regarding on the services available in that post office. This report discussed those service quality dimensions such as tangible, reliability, responsiveness, assurance and empathy that are measure to identify which dimensions that need to be improve by Pos Malaysia Berhad Kuching Sarawak in order to ensure their customer satisfy with their service. A sample of 200 respondents which customers of Pos Malaysia Berhad Kuching Sarawak are been collected by distributing the questionnaires. Hence, by the cooperation that we get from our respondents we can conclude that our study show that SERVQUAL dimensions influenced customer satisfaction.

**TABLE OF CONTENTS****Chapter 1: INTRODUCTION**

1.0	Background of Study	1
1.1	Introduction	1
1.2	Problem Statement	2
1.3	Research Objectives	3
1.4	Research Question	3
1.5	Scope of study	4
1.6	Significance of the study	5
1.7	Terms in study	6

**CHAPTER 2: LITERATURE REVIEW & CONCEPTUAL FRAMEWORK**

2.0	Introduction	8
2.1	Service Quality	9
2.2	SERVQUAL	9
2.3	Customer Satisfaction	12
2.4	Conceptual Framework	22
2.5	Hypothesis	23

## CHAPTER 1

### INTRODUCTION

#### 1.0 Background of Study

Post service is one of the most important service that very attached with our public. Form the previous researcher, they found out that there are around 17 million visitors that come to the post office around the world. According to recent survey by the ComRes for the Assosiation of Convenience Stores, they found out that post office is considered to be the form of retail that give the most positive impact on it. Besides, this post service are very much in demanded by the public around the world.

#### 1.1 Introduction

According to Norowski, G (1994) the post office has existed in various forms for over 350 years. In early 1800s, the first postal service was implemented named Pos Malaysia Berhad. It was stated at Penang, Malacca and Singapore in the Straits Settlements. The service that have been provided by Pos Malaysia Berhad are Standard mail, courier service, express service and parcel CEP. They also provide retail, international mail, logistic and e-commerce. In addition, this company provide an exclusive mail service through its network of over 926 branches and mini post office in Malaysia.

According to Gustaffsson, Johnson, & Roos (2006), they stated that customer satisfaction as a customer's overall performance and evaluation. As a result, it give strong positive effect towards customer loyalty due to overall satisfaction in Pos office services. Therefore, customer satisfaction is depended on the service quality that customers received from that particular services itself. Nowadays, post service in

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