



**FACTORS DETERMINING SERVICE PERFORMANCE AT
MICROLOGIXZ COMPUTER TECHNOLOGY SERVICE
REPAIRS**

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ABSTRACT

The purpose of this research paper is to determine the factor that influence customer doing service repair at MCT based on the service performance. Service performance (SP) is a comparison of expectations (E) about a service with performance (P). A business with high service performance will meet customer needs whilst remaining economically competitive and service performance is an achievement in customer service. Service performance can be related to service potential (for example, worker's qualifications); service process (for example, the quickness of service) and service result (customer satisfaction). The methodology used in this research paper is quantitative. The researcher distribute questionnaire to 100 respondent to do data collection. All the data was analyze using SPSS where researcher do descriptive, reliability and regression analysis. The findings indicate that customer loyalty play role in getting customer to do a service based on the service performance. Meanwhile customer experience and customer satisfaction do effect the service performance by only a small quantity. This finding can give company an understanding on how to tackle their customer in term of customer loyalty.

CHAPTER 1

INTRODUCTION

1.0 Introduction

1.1 Background of the company

1.1.1 Overview of the company

Micrologixz Computer Technology (MCT) was incorporate in September 2010 and more focus in information technology (IT) business that was belong by the Malay people.

Mr. Masrom bin kasah owns the Micrologixz Computer Technology and he also is IT technical advisor. Micrologixz Computer Technology was located at No. 133 Jalan Parit Kurupuk, Jalan Temenggong Ahmad, 84000 Muar, Johor and has been operating for six years in Muar. The service that was offered at Micrologixz Computer Technology is selling computers and notebooks, networking implementations, phone line registration, streamiyx installation, antivirus solutions, repair, hardware and software.

MCT are very fanatical to give best services and affordable prices for their customer so the customer can get more value, quality and keep them come back. Furthermore, MCT objective is to play an important role to ensure that all customers are satisfied with the services performed and got a good response from customers while build long term relationships based on belief, reliability and high quality service performance.