



A STUDY ON THE CUSTOMER DISSATISFACTION
TOWARDS SERVICE QUALITY IN CLIENT
CENTRE, SABAH CREDIT CORPORATION

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ABSTRACTS

In recent research on service quality it has been argued that the relationship between service quality and customer satisfaction is an issue which requires conceptual and empirical elaboration through replication and extension of current knowledge. This study focus on the refinement of a scale for measuring service quality and customer satisfaction. This paper has started with the concept of service quality and has demonstrated of SERVQUAL. SERVQUAL as an effective approach has been studied and its role in the analysis of the difference between customer expectation and perception has been highlighted with support of an example.