

CANDIDATE'S DECLARATION

I declared that the work in this thesis was carried out in accordance to with the regulation of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledges as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the even that my thesis be found to be violated the condition mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate	Siti Hazwani binti Azmi
Candidate's ID No.	2009272076
Programme	Master in Office Systems Management
Faculty	Office Management and Technology
Thesis Title	The Relationship between Service Quality and Relationship Quality Elements at a Fast Food Restaurant in Shah Alam
Signature Candidate	
Date	4 November 2010

ABSTRACT

Service quality is a vital aspect in any organization for improving the services given to customers by provider. This research is a correlation. The objective of this study is to examine the relationship between service quality and customer satisfaction provided by a fast food restaurant. This study is also conducted to examine the relationship between service quality and customer trust provided by a fast food restaurant and the relationship between service quality and customer loyalty provided by a fast food restaurant. The conceptual framework has been developed by adapting it from Parasuraman et. al. (1988). The five main districts of service quality involved in this study are reliability, assurance, tangible, empathy and responsiveness. A set of questionnaire was used as the main instrument for the survey. The researcher distributed 278 questionnaires to the customer of fast food restaurant. 157 questionnaires were analyzed in which they represented the response rate of 57%. The findings of this study showed that overall service quality districts namely, reliability, assurance, tangible, empathy and responsiveness have positive and significant correlations with relationship quality.

ACKNOWLEDGEMENT

First and foremost, with the blessings of the Almighty Allah S.W.T., I am thoroughly grateful for the life that I am blessed with and for giving me patience and strength in facing everything that comes by each and everyday.

Here, I wish to express my deepest appreciation and gratitude to all people that have contributed to the completion of this dissertation. First of all, I had the great fortune to study under the supervision of Associate Professor Dr. Baharom bin Abdul Rahman. I am very grateful for his guidance and support. His profound knowledge of different perspectives of studying in service quality has provided me in well versed area and broadens my knowledge to significant outcomes.

A very special appreciation goes to my parents for encouraging and supporting me as well as friends and lecturers for their help and guidance throughout the completion of this study.

Thank you.

Siti Hazwani binti Azmi
2009272076
Master in Office Systems Management
November 2010

TABLE OF CONTENTS

CANDIDATE'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER 1	
INTRODUCTION	1
Background of the Study	1
Statement of the Problem.....	2
Research Objective	4
Research Questions.....	4
Significance of the Study	4
Limitations of the Study	6
Definition of Terms	7
Chapter Summary	8
CHAPTER 2	
LITERATURE REVIEW	9
Introduction.....	9
Definition of Service Quality.....	10
Gaps in Service Quality	14
The Service Performance (SERVPERF)	17
Importance of Service Quality	18
Relationship Quality	19
Customer Satisfaction.....	21
Customer Trust	22
Customer Loyalty	23
Theoretical Framework.....	25
Conceptual Framework.....	26
Research Hypotheses.....	26
Chapter Summary	26
CHAPTER 3	
METHODOLOGY	28
Research Design	28
Sampling Frame.....	29
Population.....	29

Sampling Technique	29
Sampling Size	30
Unit of Analysis	30
Data Collection Procedure	30
Survey Instrument.....	31
Validity of Instrument.....	32
Reliability	33
Data Analysis.....	34
Chapter Summary	35
CHAPTER 4	
FINDINGS OF STUDY.....	36
Response Rate.....	36
Demographic Information of the Respondents.....	37
Research Question 1	40
Assumption for Bivariate Analysis.....	42
Research Question 2	43
Research Question 3	45
Research Question 4	47
Summary of Hypotheses Results.....	49
Chapter Summary	50
CHAPTER 5	
CONCLUSIONS AND RECOMMENDATIONS	51
Summary of the Findings and Conclusion.....	51
Recommendations.....	53
Suggestions for Future Research	54
Chapter Summary	55
REFERENCES.	56
APPENDICES.....	64
A: Cover Letter	64
B: Questionnaire	65
C: Table Sample Size from a Given Population.....	71
D: Reliability Analysis	72
E: Descriptive Statistics for Service Quality	77
F: Test of Normality	78
G: Correlation Analysis.....	85