



UNIVERSITI TEKNOLOGI MARA

**SERVICE PERFORMANCE MEASURES:
A CASE STUDY OF
QUANTITY SERVEYING BRANCH
JABATAN KERJA RAYA SARAWAK**

**SUBMITTED IN PARTIAL FULFILMENT
OF THE REQUIREMENT FOR THE
BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING**

**HARTINI BINTI ISMAIL
(2004497525)**

**FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
SARAWAK**

NOVEMBER 2009

ABSTRACT

*“Service Performance Measures: A Case Study of
Quantity Surveying Branch, Jabatan Kerja Raya Sarawak”*

The purpose of this research is to determine the level of internal customer's satisfaction towards Quantity Surveying Branch of Jabatan Kerja Raya Sarawak at the headquarters level which involves eleven branches and two units at Jabatan Kerja Raya Sarawak head office housed at Wisma Saberkas.

The result of the study reveals that internal customers are satisfied with service delivered by Quantity Surveying Branch that is consistent with five dimensions of service quality namely tangible, reliability, responsiveness, assurance and empathy. The analysis also discloses that there is positive relationship between effective service performance and customer satisfaction.

However, the Quantity Surveying Branch should constantly strive to improve and maintain the quality of their services, effectiveness and timeliness of their delivery system. This is due to high expectation of the customer when dealing with the government agencies as they want fast, efficient and quality service at all times.

TABLE OF CONTENTS

<u>CONTENTS</u>	<u>PAGES</u>
TITLE PAGE	
DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
LIST OF FIGURES AND TABLES	iv
LIST OF ABBREVIATIONS	v
ABSTRACT	vi
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of Study	4
1.3 Problem Statement	7
1.4 Research Objectives	10
1.5 Research Questions	11
1.6 Significance of the Study	12
1.7 Limitations of the Study	15
1.8 Scope of the Study	16
1.9 Definition of Terms	17
CHAPTER 2: LITERATURE REVIEW	
2.0 Literature Review	
2.0.1 Introduction	20
2.0.2 Service	21
2.0.3 Customer satisfaction	22
2.0.4 Benefits of customer satisfaction	23
2.0.5 Service Quality	24
2.1 Theoretical Framework	25
2.2 Hypotheses	26

1.1 INTRODUCTION

The main objective of the organizations either public sector or private sector is to achieve higher productivity in term of profit or work quality. It is therefore, excellent customer service is undeniably important for many contemporary organizations, including Government bodies such as Public Works Department (PWD) Sarawak in enhancing its functions and work processes.

Established since 1882, the Public Works Department (PWD), Sarawak is a State Department directly responsible to the Sarawak Ministry of Infrastructure Development and Communications. The Department is the technical arm and primary agency for project implementation and maintenance guided and committed by its Vision to be the "Leading Agency for Infrastructure Development in the State" and the Mission "To provide the public with good infrastructure".

The Public Works Department (PWD) Sarawak, or better known as Jabatan Kerja Raya (JKR) current core businesses are: project management that include planning, budgeting, design, pre and post contract administration, supervision, monitoring and maintenance over the contract period; operation and maintenance management of infrastructure and utilities; and engineering consultancy service. Some of its core functions are: -

1. To investigate, design, construct and maintain civil engineering works such as roads, bridges, airfields, wharves and water supplies.

2.0 LITERATURE REVIEW

2.0.1 Introduction

Public sector leaders around the world face a common set of challenges if their services are to meet the increased expectations of their customers. As a result, the customer's assessment of service satisfaction is critical information for service providers who aim to improve business performance, strengthen core competencies, and position themselves more strategically in the market place (Cronin and Taylor 1992; Jain and Gupta 2004). Moreover, organizations that provide superior service quality also experience higher economic returns (Gilbert et al. 2004; Aker and Jacobson 1994).

Furthermore, excellent customer service combined with a proven product will lead to increased profitability. Everyone recognizes good service when they see it or experience it. Yet for many people, good service may simply be expected and thus taken for granted. What stands out in the customer's mind is excellent service that exceeds their expectations - and poor or inferior service that fails to meet them.

So how does the organization know whether its service is meeting or exceeding those expectations? How does it determine whether the customer was overwhelmed with good service or "underwhelmed" with poor service? One way to do this is to measure customer satisfaction.

Therefore, it has become ubiquitous for service providers to seek out competitive advantages by providing superior service (Lee et al. 2004). In