



**A STUDY OF BETONG DISTRICT OFFICE COUNTER SERVICE IN TERMS OF
SERVICE QUALITY AND CUSTOMER SATISFACTION**

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ABSTRACT

A STUDY OF BETONG DISTRICT OFFICE COUNTER SERVICE IN TERMS OF SERVICE QUALITY AND CUSTOMER SATISFACTION

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Nowadays, in order to satisfy their customers, all organization in both public and private sector needs to excel in their service quality. Hence, this also includes Betong District Office. This study objectives is to find out the relationship between customer's satisfaction and the five dimensions of service quality which are tangibility, reliability, responsiveness, employee behavior and empathy. Data obtained using both primary and secondary data. Questionnaire were distributed to 100 respondents and returned accordingly. The respondent participation in this study were voluntarily and the confidentiality of the responses was ensured. Data analyzing done by using Statistical Packages for Social Science (SPSS) to obtained the frequency, reliability and descriptive analysis. In conclusion, this research is important to assist the organization in determining which dimension in service quality that influence customer satisfaction the most aside from suggesting recommendation to improve service delivery by Betong District Office.

Keywords : Service Quality, Tangibility, Reliability, Responsiveness, Employee Behaviour, Employee, Customer Satisfaction.

CHAPTER 1

INTRODUCTION

1.0 Introduction

In this chapter, background of study, organization background, scope of study, problem statement, research objective, research question, theoretical framework and limitation of study is emphasized.

1.1 Background of Study

The greater needs and demands for public goods and services is the results of better education and growing wealth from the quick transformation of the country into a modern state that need the system respond rapidly and adequately (Karim, 1995) This shows that as the education and standard of living for Malaysian increases, the service provider need to responds promptly in order to meet the desires service by the client. Even Betong is a division with quite small population, this does not allows the service provider such as Betong District Office to neglect their duty and being able to provide a world class civil service towards the citizens.

Every organization absolutely need to maintain and improve their customer satisfaction towards their organization by ensuring their customer's experience with them are better than what their customer perceived to get from them. Thus, this study focusing to find out dimensions in service quality that influence towards customer of Betong District Office counter service and also the overall customer satisfaction of Betong District Office.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter is focusing on the findings in the previous studies done by other researchers which related on this field.

2.1 Service Quality

Parasuraman, (1996), stated that service quality refers to results from a comparison of what customers feel a service provider should offer (for example; expectations) with the provider's actual performance. Earlier, Lewis and Booms (1983), agreed that service quality is a measure of how well the service level delivered matches customer expectations.

According to Allerd (2001), service quality means to conform with or adapt with requirements, this means that service establishments should create specific requirements and specifications for services it provides. Namasivayam (2010) quoted that erring quality service is essential for the success and survival of service organization. Dorsch, Tasin and Czuchry (1997) said that in this competitive global business environment, organization faces significant pressure to meet or exceed customer expectations by delivering service that are of the highest quality.

Earlier Parasuraman et al. (1988) defined the service quality as the ability of the organization to meet or exceed customer expectations. While Zeithaml et al. (1990), gives another definition for service quality as the difference between customer expectations of service and perceived service where perceived service quality results from comparison by customers of expectations with their perception of service delivered by the organization. According to Parasuraman et al., (1985); Lewis and Mitchell (1990), if expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs.