



**SERVICE QUALITY AND CUSTOMER SATISFACTION:
A STUDY OF ASAJAYA DISTRICT OFFICE COUNTER
SERVICE**

MUHAMMAD AZAM BIN JULAIHI

2013128667

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA SAMARAHAN

JUNE 2016

LIST OF TABLE

<u>Table No.</u>	<u>Statements</u>	<u>Page</u>
1	Operational Definition Table	15
2	Rules of Thumb about Cronbach's Alpha Coefficient Size	18
3	Customer satisfaction which is under dependent variable	19
4	The level of service quality towards Asajaya District Office Counter service	29
5	The factors of service quality that most contributes to Satisfaction	30
6	The overall customer satisfaction towards services provided by Asajaya District Office counter service	31

TABLE OF CONTENT

	Page
LETTER OF TRANSMITTAL	i
LIST OF TABLE	ii
LIST OF FIGURE	iii
 CHAPTER 1 : INTRODUCTION	
1.1 Background of Study	1
Background of Organization	2
1.2 Problem Statement	3
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Significant of Study	6
1.6 Limitations of The Study	6
1.6.1 Time Constraint	6
1.6.2 Cooperation	7
1.7 Scope of The Study	7
1.8 Definition of Terms	7
1.8.1 Customer Satisfaction	7
1.8.2 Service	7
 CHAPTER 2 : LITERATURE REVIEW	
2.1 Introduction	8
2.2 Service Quality	8
2.3 Customer Satisfaction	10
2.4 Theoretical Framework	11
 CHAPTER 3 : METHODOLOGY	
3.1 Research Design	12

ABSTRACT

In today's, service quality mostly important to all the organization which for public sectors or private sectors. The excellent service quality make a customer to be satisfactions. Service quality and customer satisfaction have a strong relationship to all the organization. This is because satisfactions can give the knowledge in order to improve the service quality that has been provided to the customers. The current study is made to address the issues by proposing a theoretical framework for this quantitative study on the service quality and customer satisfaction towards counter service. In addition, the customer satisfaction based on the service quality dimensions. This study will focus on the respondent who come to seek services at Asajaya District Office.

CHAPTER 1

1. INTRODUCTION

1.1 Background of Study

Service quality are needed for creating customer satisfaction and service quality is connected to customer perceptions and customer expectations. Service quality can be described as the result from customer comparisons between their expectations about the service they will use and their perceptions about the service company (Oliver, 1993).

Customer satisfaction is the one of the elements that can show the image and the success of the organizations. Customer satisfaction is defined as a customer's overall evaluation of the performance of an offering to date, (Johnson, 2005). Customer satisfaction is a marketing term that measures how products or services supplied by an organization meet or surpass a customer satisfactions (Merriam-Webster, 1985). Customer satisfaction is important to the organization to improve their services that been provided to their customers. Satisfied customer are likely to become loyal customers and that means they are also likely to spread positive word of mouth (Oliver, 1993).

Service quality and customer satisfaction is very much emphasized for both public and service sectors especially to those departments that deal directly with customer. This is important to ensure customers are satisfied with the service provided. This study will look into service provided by one of the public sector in Sarawak that

CHAPTER 2

2.0 LITERATURE REVIEW

2.1 Introduction

The literature review is important as a guide for researcher on their research. Literature review is a viewpoint of the research so that no variable will be missing while the research being conduct. Literature review will help the researcher to have a better understanding over the problems and will help them to come out with a better findings and solutions. This literature will covered reviews on the service quality and customer satisfaction.

2.2 Service Quality

Service quality has received a great deal of attention from both academicians and practitioners and service marketing literature service quality is defined as to overall assessment of a service by the customer (Negi, 2009). Service quality help the organization to deliver services with high quality level resulting in increased customer satisfaction. In this study service quality can be define as the difference between customer's expectation and perception of the service received. Customer's expectation serves as a foundation for evaluating service quality because quality is high when performance exceeds expectation and quality is low when performance does not meet their expectation (Asubonteng, 1995). Expectation is viewed in service quality literature as desires or wants of consumer in example, what they feel a service provider should offer rather than would offer (Parasuraman, 1988).