



UNIVERSITI TEKNOLOGI MARA

THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER
SATISFACTION AT H&L HYPERMARKET AT AIMAN MALL, KOTA
SAMARAHAN, SARAWAK.

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ABSTRACT

These days, all the organizations are facing challenges to investigate how service quality affects customer satisfaction in a hypermarket in order to improve their service quality. The service quality affects customer satisfaction in terms of tangibility, reliability, responsiveness and assurance of the hypermarket. This study seeks to identify the relationship between service quality and customer satisfaction at H&L Hypermarket at Aiman Mall, Kota Samarahan, Sarawak. In this study, the researcher used correlational and questionnaires for data collection. There are several theories that were found from journals and articles which further explain the association between the two variables of this study. A total of 169 responses from 181 distributed questionnaires were used for the analysis of this study. The results showed that the relationship between service quality was positive and significant with customer satisfaction. By having this result, it was proved that customer satisfaction was affected by service quality provided by the hypermarket. The significance of the study was that the positive reinforcement of customers will increase customer satisfaction on the employees. Thus, employee who is satisfied has a commitment to serve the customers better. This study was limited as there was still not enough study about service quality and customer satisfaction in retailing industries to be referred by the researcher. Therefore, it is highly recommended to add more references on the service quality and customer satisfaction in retailing industries.

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CHAPTER 1

INTRODUCTION

This chapter explains the overall research observation which includes the background of the study, statement of the problem, research objective, research question, significance of the study, limitations of the study and definition of terms. Therefore, this chapter answers of the reasons for conducting the research entitled relationship between service quality and customer satisfaction at H&L Hypermarket at The Aiman Mall, Kota Samarahan, Sarawak.

Background of the Study

Service quality within retail units is pivotal for satisfying customers, retaining them and creating loyalty among customers. Besides that, this research used SERVQUAL to analyse the gap between perceptions and expectations of the customer, concerning the service at public sector in retail units. Other than that, customer satisfaction level of the services offered at selected retailing units in the city of Kuching, Sarawak is assessed. On the other hand, five dimensions in service quality (SERVQUAL), tangible, reliability, responsiveness, empathy, and assurance (Berry, Parasuraman & Zeithaml, 1985) have been considered for this empirical research.