



UNIVERSITI TEKNOLOGI MARA

THE RELATIONSHIP BETWEEN SERVICE QUALITY AND  
CUSTOMER SATISFACTION AT SERVAY HYPERMARKET AT THE  
SUMMER MALL, KOTA SAMARAHAN, SARAWAK.

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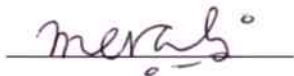
## ABSTRACT

Retailing industry must be provided with a good quality of services, sufficient information and staff attitude in order to solve the challenges faced by them at the same time. If the challenges faced are not being solved, it will lower customer satisfaction and it is hard for the customers to find what they want in retailing industry. This study sought to identify the relationship between service quality and customer satisfaction at Servay Hypermarket at The Summer Mall, Kota Samarahan, Sarawak. Besides that, several theories that were being conducted by previous researchers were discussed to further explain the association between the variables in this study. In this study, a total of 174 questionnaires were used for the analysis of this study. Other than that, the researcher used correlational research. The results showed that there was a large correlation and significant between tangibility and customer satisfaction ( $r=.667^{**}$ ,  $p<0.05$ ), reliability and customer satisfaction ( $r=.599^{**}$ ,  $p<0.05$ ), responsiveness and customer satisfaction ( $r=.687^{**}$ ,  $p<0.05$ ) and also assurance and customer satisfaction ( $r=.725^{**}$ ,  $p<0.05$ ). Hence, the relationship between service quality which were tangibility, reliability, responsiveness and assurance had a strong relationship with customer satisfaction. Furthermore, these results implied that customer satisfaction was affected by service quality and both the management and employees played vital roles in creating better service quality that can increase the customer satisfaction. The importance of this study was that the organization was willing to provide what was the best for customers and the quality services increased the satisfaction of customers. It is highly recommended that future research should study service quality and customer satisfaction in different states or countries and also in different 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 objectives, research questions, significance of the study, limitations of the study and definition of terms. Therefore, this chapter answers the reasons for conducting the research present entitled service quality and customer satisfaction at Servay Hypermarket at The Summer Mall, Kota Samarahan, Sarawak.

#### Background of the Study

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