



**THE PERCEPTION OF THE ACADEMIC AND NON ACADEMIC STAFF
TOWARDS THE QUALITY OF SERVICES PROVIDED BY THE LEGAL
UNIT, UNIMAS**

**FATIAH NUR'ADDIN BINTI HAMDAN
2007238812**

**JAY WALID BIN MOHD TAHA
2007102439**

**BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)
FACULTY OF ADMINISTRATIVE SCIENCE
AND POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN**

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Fatihah Nur' Addin Binti Hamdan

Jay Walid Bin Mohd Taha

Bachelor of Administrative Science (Honours)

Faculty of Administrative Science & Policy Studies

UiTM Sarawak, Kota Samarahan Campus.

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CHAPTER 1

1.0 INTRODUCTION

1.1.1 SERVICE QUALITY

Service quality was defined differently through the view of many researchers. Bitner, Booms and Mohr (1994) define service quality as 'the consumer's overall impression of the relative inferiority / superiority of the organization and its services'. Therefore, service quality is a key of survival to all servicing companies.

Apart from that, Cronin and Taylor (1994) viewed service quality as 'a form of attitude representing a long-run overall evaluation. Maintaining service quality at certain level and improving service quality must be life-time efforts to those companies who desire life-time prosperity in customers' heart.

Meanwhile, based on Parasuraman, Zeithaml and Berry (1985), service quality is defined as 'a function of the differences between expectation and performance along the quality dimensions'. Likewise, Roest and Pieters' (1997) held the same definition, that service quality is lativistic and cognitive discrepancy between experience-based norms and performances.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter reviews literatures in the context of this study. In this section, discussion will be based on the importance and the dimensions of service quality, the role of consumer in service delivery, service quality and customer satisfaction. Research framework and research hypothesis are also discussed in this chapter.

2.2 THE IMPORTANCE OF SERVICE QUALITY

Service quality often makes the difference between a successful and unsuccessful business. In fact, service quality has become the great differentiator, the most powerful competitive weapon and the most service organization possesses.

Quality is defined as “conformance to specifications,” but this phrase can be misleading. Quality as conformance to customer specification is the customers' definition of quality which is important to business to consider and deliver.

There are several researchers who studied about customers' satisfaction and perception. According to Zeithmal and Bitner, (2000), service quality differs from quality of goods, in that services are intangible while goods are tangible. This presents a