MEASURING SERVICE QUALITY ON CUSTOMER SATISFACTION AT LABOR OFFICE KUALA PILAH

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TABLE OF CONTENT

ABSTRACT

The purpose of this study conducted is to examine the factors of service quality that influence customer satisfaction among customers at Labor Office Kuala Pilah. The respondents for this study are 100 customers who come to the Labor Office Kuala Pilah. A total number of the questionnaire distributed is 100, to obtain relevant information needed for this study. The factor that are chosen as independent variable is service quality where it have six dimensions which are tangibility, reliability, responsiveness, assurance, empathy and promptitude. This study is conducted within the time frame of February 2017 to May 2017. Based on the result of this study, it is shown all dimension of service quality has the relationship with customer satisfaction. The result of this study recommends that organization should focus on promptitude dimension, reliability dimension and improve the assurance dimension in order to increase customer satisfaction among their customer such as increase the speediness in handling problem. For example, the organization settles the customer complaint about their work problem in a short period of time. In addition, this study recommends that organization should improve the reliability dimension of service quality such as improve their solving and handling problem by giving the service as promised in terms of accuracy of time and the way they deliver the data correctly. Next results also recommend improving on assurance. For example, employees should improve their enthusiastic manner by become friendly and increase the confidence of customer towards organization while serving them. Besides for future research, researcher suggests that the same study should be conducted including all branches of Labor Office and other work-related variables can be added in this study to increase the R-square of this study.