

UNIVERSITI TEKNOLOGI MARA

DETERMINANTS OF SERVICE QUALITY AFFECTING THE CUSTOMER'S SATISFACTION IN DEPARTMENT OF VETERINARY SERVICE JOHOR, JOHOR BAHRU

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ABSTRACT

Department of Veterinary Services Johor, Johor Bahru had received complaints on their services. However, complaints were vague and unspecific. Researchers decided to adapt the SERVQUAL framework in this study to identify the satisfaction of customers towards DVS Johor, Johor Bahru and may improve on which area that needed to be focus on. This study uses the SWOT (Strength, Weakness, Opportunity and Threats) approach to analyse the issues at Department of Veterinary Services Johor, Johor Bahru. This study aims to investigate the relationship between determinants of service quality with customer's satisfaction. The determinants are Tangibility, Empathy, Reliability, Responsiveness and Assurance. The approach of this study is a quantitative method using a structured questionnaire. A total of 278 questionnaire forms were collected and processed using the statistical tool SPSS to test the hypotheses that had been developed. In this study, researchers found that responsiveness has moderate relationship with customer's satisfaction. Tangibility and assurance have low relationship with customer's satisfaction. Empathy and responsiveness have very low relationship with customer's satisfaction. All null hypotheses are rejected. Therefore, Department of Veterinary Services Johor, Johor Bahru need to improve on the responsiveness factors to cater customer's satisfaction.

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CHAPTER 1

INTRODUCTION

1.0 Preamble

Public sector organisations are in charge of supplying critical commodities and services for the sake of their respective countries' populations all over the world. Simultaneously, the services sector is a vital component of most modern economies; both the private and governmental sectors rely significantly on it. Quality public service delivery is a fundamental expectation, not a privilege, in a civilised and democratic society.

The performance of the public service in delivering services that meet the basic needs of all people of the state shall be evaluated. The complexities, dynamism, and competitiveness of today's business climate necessitate the provision of high-quality services that react to customers' and clients' ever-changing demands for quality, variety, customisation, convenience, and timeliness. Meeting these demands dictates the establishment of structures, methods, and procedures that will assist in achieving the ultimate goal of service quality and customer satisfaction. No company, regardless of industry, can avoid the increasingly competitive environment.

1.1 Background of the Study

Customers' satisfaction is one of the most important points that needed to be considered which contribute to a successful service. According to Akoi and Yesiltas (2020), customers are considered satisfied with the service if performance meets expectations. The service quality that has been practiced by the service providing organisation needs to maintain continuous improvements to ensure their customers' satisfaction. As for one of the public sectors that are providing the services for citizens, customer satisfaction is a priority in order to achieve the target and delivering the information.

The purpose of this study was to identify the determinants of service quality affecting the customer's satisfaction in Department of Veterinary Service Johor,