

**CUSTOMER SATISFACTION TOWARDS SERVICE PROVIDED AT  
PEJABAT DAERAH & TANAH BERA, PAHANG.**

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**Report submitted in fulfilment of the requirement for the degree of Bachelor of  
Technology Management (BTMM)**

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## DECLARATION

I declare that this thesis research project of title “Customer satisfaction towards service provided at Pejabat Daerah & Tanah Bera Pahang” is the result of my own research except the cited in the references. The research project has not been for any degree and is not concurrently submitted in candidature of any other degree.

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‘I hereby declare that I have read this thesis research and in my opinion this thesis is sufficient in terms of scope and quality for the award of Bachelor of Technology Management’

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## **DEDICATION**

I would like to dedicate the success of this project research especially to my parents which is my mother, Fuziah binti Mohamad Nopiah. This report will be dedicate to them because I want to thank for all the sacrifices that they made for me while I been studies at this university. Secondly, this dedication is given to siblings who have helped in terms of advice, finance and encouragement support to make this report. Next, I would like to express a lot of gratitude to my supervisor En.Hasan bin Saleh and my friends that give a lot of helped while make this Final Year Project.

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## ABSTRACT

Customer satisfaction is the significant criteria of accomplishment and excellence for the company in delivering service to the customer. An organization must look into the needs and wants of their customers to be successful. Customer satisfaction is a term generally used to measure a customer's perception of a company's products and services. That is the reason why many researchers and academicians have continuously emphasized on the importance of customer satisfaction. Customer satisfaction is important because many researchers have shown that customer satisfaction has a positive effect on an organization's. Service provided is the fundamental factor to measure customer satisfaction at the government sector. This paper presents "Customer Satisfaction towards service provided at Pejabat Daerah & Tanah Bera". The objectives of this study are to identify the relationship between customer satisfactions towards service provided by the staff. A direct link between customer satisfaction and future intentions was established. The results of this study will provide companies especially service-based businesses to understand the choices that are relevant to customer satisfaction and let them deliver the better services to ensure customer satisfaction.

**Keywords:** Customer satisfaction, Service provided, Service Quality, Data security, Time Management, Communication Effectiveness, Technology, Quantitative

## ABSTRAK

*Kepuasan pelanggan adalah kriteria penting untuk pencapaian dan kecemerlangan bagi syarikat dalam memberikan perkhidmatan kepada pelanggan. Organisasi mesti melihat keperluan dan kehendak pelanggan untuk berjaya. Kepuasan pelanggan adalah istilah yang biasanya digunakan untuk mengukur persepsi pelanggan tentang produk dan perkhidmatan syarikat. Inilah sebabnya mengapa ramai penyelidik dan ahli akademik terus menekankan pada kepentingan kepuasan pelanggan. Kepuasan pelanggan adalah penting kerana banyak penyelidik telah menunjukkan bahawa kepuasan pelanggan mempunyai kesan positif terhadap organisasi. Perkhidmatan yang disediakan adalah faktor asas untuk mengukur kepuasan pelanggan di sektor kerajaan. Makalah ini membentangkan "Kepuasan Pelanggan terhadap perkhidmatan yang disediakan di Pejabat Daerah & Tanah Bera Pahang". Objektif kajian ini adalah untuk mengenal pasti hubungan antara kepuasan pelanggan terhadap perkhidmatan yang disediakan oleh kakitangan. Hubungan langsung antara kepuasan pelanggan dan niat masa depan telah ditubuhkan. Hasil kajian ini akan memberikan syarikat-syarikat terutamanya perniagaan berasaskan perkhidmatan untuk memahami pilihan yang berkaitan dengan kepuasan pelanggan dan membiarkan mereka memberikan perkhidmatan yang lebih baik untuk memastikan kepuasan pelanggan.*

**Kata kunci:** Kepuasan pelanggan, Perkhidmatan yang disediakan, Kualiti Perkhidmatan, Keselamatan Data, Pengurusan Masa, Keberkesanan Komunikasi, Teknologi, Kuantitatif

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of the study**

Customer satisfaction is an important aspect in marketing an organization. Customer satisfaction is the important thing to get a positive outlook from the people who visit the company. Then, being in the government sector, research for customer satisfaction is focused on government agencies and aspects related to the agency. According to Brilliantes (2003), the government should have systematic process that must be strongly committed in providing service quality as government primary objective. Improvement can alter the negative attitude business community is holding in any public services (Vincent & Zhu, 2004). It just a justification that has led government to become more customer-focused. In order to this need, the authority may need to adapt business attitude towards customers to view citizens differently as clients and customers.

Customer satisfaction is a collective outcome of perception, evaluation, and psychological reactions to the consumption experience with a product or service (George and Kumar, 2014). Customer satisfaction is the result of the customer's view of value received from the relationship with the service providers or the transaction. It

is also depends on one's judgment based on matching the difference between actual performance or result and customer expectations toward the services.

Service provided is an activity undertaken by employees where they need to perform their duties prudently and orderly to safeguard the reputation of an organization. A business specializing in some form of service provision usually needs to have qualified staff members in hand who are always available to do the services offered to consumers. The nature of a service means that a customer is present in the delivery process (Dennett, et al, 2000). Both the service outcome, as well as the service process influences the perception of quality. This implies that expectations are compared with actual service quality and the service outcome and it is the comparison that leads to perceive quality. One potential application of service quality is to determine the relative importance taken as a whole eminence of perception.

Furthermore, Fawcett (2006) discussed that companies face a special challenge in meeting customer needs while remaining inexpensively competitive. Automated processes can make an impact, but services are still labour concentrated. It also can be no substitute for high-quality personal interaction between service employees and customers, understand and improve operational processes, identify problems quickly and systematically and establish valid and dependable service performance measures. The local government needs to use a systematic process like variables to know the dos and don'ts in serving customers. It is because service quality should understands the customers' wants in order to have an idea of how can one perform and deliver service to meet their expectations. Besides, to meet the needs and wants of customers, employees should know their perceptions regarding the service. In doing so, they have to make a commitment with the clients by maintaining an open communication with them.

This study aims to investigate more information based on factors that influence customer satisfaction at Pejabat Daerah & Tanah Bera Pahang.

## 1.2 Problem Statement

The problem statement describes the content for the study and it also identifies the general analysis approach. Most of the studies consider delivering quality service as an essential strategy for success and survival for any organization. A principle emphasis of recent academic and managerial inquiry has focused on determining what service quality means, developing appropriate measure, and creating market-focused strategies to meet customer's expectation.

Then, in any type of organization customer are the key for the survival of the company. Customer satisfaction depends on the perceived performance and the service delivered relative to a customer expectations. If the service delivered falls short of expectation, the customer is dissatisfied. If the service delivered exceeds expectation, the customer is highly satisfied.

Besides, the allocation of time is very important to human beings and to achieve any goal of all to make our work efficient and effective. It is have to make proper adequate and appropriate use of time. Workers should make use appropriate time required to carry out orders, instructions and duties. According to Obodo and Ogbu (1999), time management is the allocation of proper and adequate time to a particular task and having them within the frame. Time as we know is very necessary in our business in particular and life in general.

### **1.3 Objective of the Study**

The present research aims to achieve the following objectives;

1. To identify the quality of service provided by company to the customer.
2. To investigate the relationship between service quality and customer satisfaction.
3. To investigate the important of time management in the company.

### **1.4 Research Question of the Study**

On the basis of the aforementioned problem statement and the study objectives, the research attempts to answer the following questions;

1. What the quality service provided by company to the customer?
2. What is the relationship between service quality and customer satisfaction?
3. Why time management is important?

### **1.5 Scope of the Study**

The project was focused on customer satisfaction towards the service provided at Pejabat Daerah & Tanah Bera Pahang. This study aimed to investigate what is the problem between service provided by the Pejabat Daerah & Tanah Bera Pahang and the customer satisfaction of the customer. The research scope only focuses on the company activities which have the direct encounter with a customer. This research paper discussed the problems arise and the way to improve the service.

## **1.6 Significant of the Study**

This study may help the company involved to identify the real needs and wants of the customer in putting effort to acquire as well as retain the customer satisfaction. The certainty and reliability of the result are able to act as a guideline for future research in customer satisfaction in Malaysia context. The present research is invaluable for reference of future studies particularly those related to service quality of service provided and customer satisfaction. Last but not list this research paper may benefit universities and authorities who are conducting the service-based business.

## **1.7 Summary**

The first chapter of the study is discussed the background of the study, the research problem, the objective, research question and also the significance of the study.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter consists of literature review, review of the relevant theoretical model, conceptual framework, hypothesis development and overall conclusion for Chapter 2.

## 2.2 Customer Satisfaction

Consumer products and services spend money and resources in the form of time, energy and effort to get them (Zeithaml et al., 1988). The quality of service or product and customer satisfaction has long been considered important for success and survival in the competitive market today. But it is also important to understand what contributes to customer satisfaction that can be the key to achieving competitive advantage.

According to Oliver (1997) explained that customer satisfaction is fulfilling the customers' expectations about products and services. Customer satisfaction varies depending on the condition and the product or service. A customer may be satisfied with the product or service, store, purchase decision, service provider, experience, salesman, or attribute or anywhere applicable. Some researchers really avoid "satisfaction" as the objective of measurement because it "overconsists the idea to be meaningful benchmarks". Instead, they focus on the overall customer experience with organizational or service relationships and the detailed assessment of the experience.

In marketing theory, the category of consumer satisfaction has a key position. It is based on the premise that profits are made through the process of consumer demand satisfaction (Dubrovski, 2001). According to (Cronin and Taylor, 1992), (Parasuraman et al, 1985) another debate has considered whether the quality of service is the cause of customer satisfaction. It then helps to identify the relationship between the two constructs. Customer satisfaction is important in the government industry to make customers satisfied with the service and it will make the industry name good between other Pejabat Daerah & Tanah.

### **2.3 Customer satisfaction and local government**

The local government or local authority is the lowest level in the governance hierarchy in Malaysia, after the federal and state. The position of the local government in Malaysia is stated in the Federal Constitution. According to the details of four and five of the Ninth Schedule of the Federal Constitution, local governments other than the Federal Territory (KL, Labuan and Putrajaya) are subjects under the state register, and therefore directly under the exclusive jurisdiction of the state government. Currently there are 149 local authorities, consisting of 12 city halls or halls, 39 municipal councils, 98 district halls and five special and renovated local authorities. Pejabat Daerah & Tanah Bera Pahang is one of the governments in Malaysia and it is the headquarters of the Bera, Pahang.

Additionally, local governments are empowered by the Local Government Act 1976 to provide goods and services to locals. Local governments serve with mandatory functions and discretion to local residents, where the latter function is more of a local development issue. So, for Pejabat Daerah & Tanah Bera Pahang they should be responsible for the welfare of the residents of Bera Pahang because it is one of their functions that can make them satisfied. They also need to provide a good service if customer deal at the office because it is important to provide them with a good service satisfaction.

Satisfaction is "overall customer attitude towards service providers" (Levesque and McDougall, 1996). The same definition is provided by Gerpott et al. (2001) that suggests satisfaction based on the customer's estimated experience as far as provider services meet its expectations.

### 2.3.1 Service quality

There are many definitions for the term Quality defined by different authors. "Quality can be broadly defined as excellence or excellence" (Zeithaml, 1988). In literature, the issue of how quality of service should be measured has been discussed by Teas, 1993, Brady and Cronin, 2001. Previous studies show that quality is not regarded as one-dimensional concept by customers. But there is also no agreement on how to access the service quality (Cornin and Taylor, 1992).

According to Zeithaml et al (1988), interactions or relationships between customers and service organizations are driving perceptions of customer quality. The service provider's attitude can also serve as a quality indicator for customers. Quality of service is the determinant of what customers (Zeithaml et al, 1996) The quality of service takes a prominent position in marketing management literature. It is usually defined as a customer's impact on the relative advantages or superiority of its services and services. is considered to be the same as the overall attitude of the customer towards the company.

Then, Parasuraman proposes a gap model for service quality, that the quality of service provided is a gap between the performance and expectation of customer perceptions (SERVQUAL). Parasuraman et al. 1985, SERVQUAL has five quality properties (Gupta and Chen, 1995, Ooi, Lin, Tan and Chong, 2011). It is Empathy, Responsiveness, Tangibles, Assurance and Reliability.

#### *i-Empathy*

According to Yavas, Bilgin and Shemwell (1997), empathy is a simple way to see how the industry with a seller's mind-set in giving individual attention to customers and understands the particular needs of customers. Empathy can be defined as caring and personalized attention that the firm provides to its customer. Empathy

can be described as process of a business relationship that enables two or more parties to see the situation from perspective view of others (Sin et al, 2012). For example, a person who tries to understanding other's desires and goals.

### ***ii- Responsiveness***

Responsiveness that has significant effect on customer satisfaction has been supported by previous researchers which are following. Yavas et al. (1997) in Germany found responsiveness has positive relationship with customer satisfaction. In the research of Johnston (1995) also found that responsiveness is identified as an important determinant of quality as it is a common cause of satisfaction, and the lack of responsiveness is a major cause of dissatisfaction.

### ***iii- Tangibles***

According to Zeithaml and Bitner, tangible element consider as one of the service delivery to customer which could directly affect customer experience as well as their repurchase intention (as cited in Kincaid, Baloglu, Mao, & Busser, 2010.) Bitner (as cited in Kincaid et al., 2010), used the term "servicescape" to represent the physical elements of the service circumstance. Tangible element is seen at least important in determining customer satisfaction. Then, Bitner (as cited in Kincaid et al, 2010) said that the "servicescape" consists of numerous tangible elements such as ambient conditions, spatial layout and functionality.