MENILAI KESAN KUALITI INTERAKSI TERHADAP KEPUASAN PELANGGAN DI KAFETARIA KOLEJ KEDIAMAN UKM

(Assessing the Effect of Interactional Quality on Customer Satisfaction at UKM’s Residential College Cafeterias)

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ABSTRAK


Kata kunci: kepuasan pelanggan; kualiti interaksi; kualiti perkhidmatan

ABSTRACT

According to the recent research literature relating to customer relations, interactional quality consists of three influential characteristics: empathy, responsiveness, and assurance. Current studies in this field disclose that the ability of a service provider to appropriately implement these quality characteristics in doing daily job operations may have a significant impact on customer satisfaction. Even though the nature of this relationship has extensively been studied, the role of interactional quality as an important predictor is not critically discussed in the customer relations research literature. Therefore, this study was done to measure the relationship between interactional quality and customer satisfaction. Survey method is used to collect data from customers of residential college cafeterias in Universiti Kebangsaan Malaysia (UKM). The outcomes of SmartPLS path model analysis reveals that empathy is significantly correlated with customer satisfaction. Conversely, responsiveness and assurance are not significantly correlated with customer satisfaction. Overall, this result confirms that empathy does act as an important predictor of customer satisfaction, but responsiveness and assurance do not act as important predictors of customer satisfaction at the studied organizations.

Keywords: customer satisfaction; interactional quality; service quality
References


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