A MULTIVARIATE ANALYSIS ON THE IMPACT OF SERVICE QUALITY DETERMINANTS ON CUSTOMER SATISFACTION

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ABSTRACT

This study attempts to throw some more light on the relationship between service quality determinants and customer satisfaction. The relationship between service quality and customer satisfaction has been discussed considerable in the past several years in business and academia alike. Several studies have proven that service quality determinants have significantly positive impact on organizational performance. However, much of the literature looking at service quality determinants lacks detail when investigating the impact of service quality on customer satisfaction. This study seeks to enhance understandings of relationships between service quality determinants and customer satisfaction in a public service sector in Malaysia using Pearsons’ correlation and multiple regression analysis. The findings suggest that service quality determinants namely; responsiveness, communication, competency, credibility, reliability and lastly tangibles are very important in service quality provision in the service sector. The result also highlights the unique contribution of service quality towards overall customer satisfaction. Conclusion and implications are also discussed.

Keywords: Service quality; customer satisfaction; service sector

ABSTRAK


Kata kunci: Kualiti perkhidmatan; kepuasan pelanggan; sektor perkhidmatan

References


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