

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

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

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ABSTRAK

Menurut kajian kepustakaan terkini yang berkaitan dengan hubungan pelanggan, kualiti interaksi mempunyai tiga ciri yang berpengaruh: empati, maklum balas dan jaminan. Kajian yang dilaksanakan baru-baru ini mendedahkan bahawa keupayaan penyedia perkhidmatan untuk melaksanakan ciri-ciri kualiti tersebut dengan teratur dalam mengurus operasi kerja harian dapat meningkatkan kesan yang signifikan terhadap kepuasan pelanggan. Walaupun sifat perhubungan ini telah dikaji secara meluas, namun peranan kualiti interaksi sebagai pemboleh ubah peramal yang penting tidak dibincangkan secara kritis dalam kajian kepustakaan hubungan pelanggan. Oleh itu, kajian ini dijalankan untuk mengukur perhubungan di antara kualiti interaksi dan kepuasan pelanggan. Kaedah kaji selidik telah digunakan untuk memungut data daripada para pelanggan di kafeteria kolej kediaman dalam Universiti Kebangsaan Malaysia (UKM). Keputusan analisis data menggunakan model laluan SmartPLS mendedahkan bahawa empati mempunyai perkaitan yang signifikan dengan kepuasan pelanggan. Sebaliknya, maklum balas dan jaminan tidak mempunyai perkaitan yang signifikan dengan kepuasan pelanggan. Secara umumnya, dapatan ini mengesahkan bahawa hanya empati bertindak sebagai pemboleh ubah peramal yang penting kepada kepuasan pelanggan, manakala maklum balas dan jaminan tidak bertindak sebagai pemboleh ubah peramal yang penting kepada kepuasan pelanggan di organisasi kajian.

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

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