

**MEASURING CUSTOMER SATISFACTION OF SERVICE QUALITY BY
FUZZY EVALUATION APPROACH**
(Mengukur Kepuasan Pelanggan Terhadap Kualiti Perkhidmatan Menggunakan Pendekatan Penilaian
Kabur)

FIRDAWATI MOHAMED, SURIANA ALIAS, MARIAM SETAPA, SITI FARAH HARYATIE
MOHD KANAFIAH & LIZIANA KAMARULZAMAN

ABSTRACT

Service quality plays an essential part in customer satisfaction. There are many approaches to measure customer satisfaction through delivery of service quality. One of the issue that leave the decision maker in an awkward position in selecting the most appropriate criteria available is by customer satisfaction. Therefore, the purpose of this study is to evaluate the customer satisfaction of service quality by using advanced methods; fuzzy evaluation approach. The service quality selected is based on five criteria, which are tangible, responsiveness, assurance, empathy, and reliability. The linguistic term of each criterion is used to get the best evaluation result. The developed questionnaire is distributed to twenty experts in the service quality at Jabatan Hal Ehwal Agama Islam Kelantan (JHEAIK) for one day duration. The findings showed that all the criterias meet the high level of service quality with the level satisfaction in between 0.6 and 0.8. The lowest ranking level of satisfaction are Responsiveness (C2) and Reliability (C5). Meanwhile, Tangible (C1) and Empathy (C4) are the the middle value of customer satisfaction. Lastly, with the highest value of level satisfaction which is Assurance (C3). The outcome of the study will help to increase customer satisfaction at JHEAIK by improving their management service quality according to each criteria. Therefore, the fuzzy evaluation is a powerful approach to evaluate the criteria level for customer satisfaction in service quality.

Keywords: customer satisfaction; fuzzy evaluation; service quality

ABSTRAK

Kualiti perkhidmatan memainkan peranan penting dalam memenuhi kepuasan pelanggan. Terdapat banyak pendekatan untuk mengukur kepuasan pelanggan terhadap kualiti perkhidmatan. Salah satu masalah janggal ialah dalam memilih kriteria yang paling sesuai yang sedia ada untuk memenuhi tahap kepuasan pelanggan. Oleh sebab itu, tujuan pembelajaran ini adalah untuk menilai tahap kepuasan pelanggan terhadap kualiti perkhidmatan dengan menggunakan kaedah yang lebih terkehadapan; kaedah penilaian kabur. Lima kriteria kualiti perkhidmatan yang di pilih adalah Kesetaraan, Tanggungjawab, Jaminan, Empati dan Kebolehpercayaan. Istilah linguistik telah digunakan untuk setiap kriteria bagi menganalisa keputusan yang terbaik. Soal selidik yang dibangunkan telah diedarkan kepada dua puluh pakar dalam kualiti perkhidmatan di Jabatan Hal Ehwal Agama Islam Kelantan (JHEAIK). Hasil keputusan mendapati semua kriteria kualiti perkhidmatan adalah di peringkat tinggi dalam memenuhi tahap kepuasan pelanggan iaitu antara 0.6 dan 0.8. Tahap kepuasan pelanggan terhadap kualiti perkhidmatan yang paling rendah ialah Tanggungjawab (C2) dan Kebolehpercayaan (C5). Sementara itu, Kesetaraan (C1) dan Empati (C4) adalah pada tahap sederhana. Akhir sekali, tahap kepuasan yang paling tinggi ialah Jaminan (C3). Hasil keputusan dari pembelajaran boleh di gunakan untuk membantu pihak pengurusan di JHEAIK bagi meningkatkan tahap kepuasan pelanggan untuk setiap kriteria. Oleh itu, penilaian kabur adalah satu kaedah yang berkesan dalam menilai setiap kriteria dalam memenuhi tahap kepuasan pelanggan.

Kata kunci: kepuasan pelanggan; penilaian kabur; kualiti perkhidmatan

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Faculty of Computer and Mathematical Science

Universiti Teknologi MARA Kelantan

Bukit Ilmu 18500, Machang

Kelantan DN, Malaysia

E-mail: firdawati02@uitm.edu.my*, suria588@uitm.edu.my, sitif315@uitm.edu.my

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*Faculty of Business and Management
Universiti Teknologi MARA Kelantan
Bukit Ilmu 18500, Machang
Kelantan DN, Malaysia
E-mail: maria135@uitm.edu.my,*

*Department of Law
Universiti Teknologi MARA Kelantan
Bukit Ilmu 18500, Machang
Kelantan DN, Malaysia
E-mail: lizia735@uitm.edu.my*

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*Corresponding author