

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

Kertas ini cuba menyingkap perhubungan di antara penentu-penentu kualiti perkhidmatan dan kepuasan pelanggan. Perhubungan di antara kualiti perkhidmatan dan kepuasan pelanggan sering di bincangkan dalam bidang perniagaan and akademik sejak kebelakangan ini. Beberapa kajian telah membuktikan bahawa penentu-penentu kualiti perkhidmatan mempunyai impak positif dan signifikan ke atas prestasi organisasi. Walau bagaimanapun, kebanyakan kajian lepas yang mengkaji impak kualiti perkhidmatan ke atas kepuasan pelanggan, tidak menjelaskan dengan terperinci perhubungan tersebut. Kajian ini cuba mempertingkatkan pemahaman mengenai perhubungan di antara penentu-penentu kualiti perkhidmatan dan kepuasan pelanggan di satu sektor perkhidmatan awam di Malaysia menggunakan korelasi Pearsons dan regresi berganda. Penemuan mencadangkan bahawa penentu-penentu kualiti perkhidmatan terutamanya responsif, komunikasi, kompetensi, kredibiliti, kebolehpercayaan dan akhir sekali tangibel adalah elemen penting dalam menyediakan perkhidmatan yang berkualiti di sektor perkhidmatan awam. Penemuan juga menonjolkan sumbangan kualiti perkhidmatan terhadap kepuasan pelanggan secara keseluruhan. Kesimpulan dan implikasi juga turut di utarakan.

Kata kunci: Kualiti perkhidmatan; kepuasan pelanggan; sektor perkhidmatan

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