

Conference Paper

Perceived Service Quality Toward Customer Satisfaction in Majlis Perbandaran Seremban

Siti Rosnita Binti Sakarji¹, Aziean Binti Jamin², Nurbarirah Binti Ahmad¹, Dr. Raja Mayang Delima Binti Mohd Beta¹, Dr. Shafinar Binti Ismail¹, and Zainab Binti Mohd Zain³

¹Faculty of Business Management,

²Faculty of Hotel and Tourism,

³Academy of Language Studies,

MARA Universiti of Technology, Malacca Branch – Malaysia

Abstract

This research was conducted on purpose to examine the internal customer satisfaction level through service quality of Majlis Perbandaran Seremban (MPS). A survey on internal customer satisfaction level through service quality was conducted among internal staff in MPS involving 260 respondents. The attributes of service quality such as reliability, assurance, responsiveness, tangible and empathy have been identified in order to investigate whether or not these factor have significant relationship with customer satisfaction. From this study, the researcher able to determine the current level of internal customer satisfaction that they perceive from service provided by Majlis Perbandaran Seremban (MPS), from this research the researcher has found that among the elements tangible has become the most significant relationship toward customer satisfaction.

Corresponding Author:

Siti Rosnita Binti Sakarji
 rosnita507@uitm.edu.my

Received: 7 February 2020

Accepted: 9 March 2020

Published: 23 March 2020

Publishing services provided by
Knowledge E

Keywords: internal customer, service quality, customer satisfaction

© Siti Rosnita Binti Sakarji

et al. This article is distributed
 under the terms of the [Creative](#)

[Commons Attribution License](#),

which permits unrestricted use
 and redistribution provided that
 the original author and source
 are credited.

Selection and Peer-review under
 the responsibility of the
 ICE-BEES 2019 Conference
 Committee.

1. Introduction

Customer satisfaction is the main foundation for deciding the quality that is really conveyed to customers through the item/benefit and by the going with servicing (Vavra, 1997). Furthermore, customer satisfaction is perceived as of favorable and significance to all business firms on account of the impact on rehash buys and informal proposals of service or product (Berkman & Gilson, 1986).

Firms that give a better service quality as measured the customer satisfaction additionally encounter higher financial returns than contenders that are not all that arranged (Zeithaml, 1985). Service quality can give high returns to the service organization when it is done correctly. Prakash and Mohanty (2013) presume that the higher the levels of the created service quality, the higher will be level of consumer loyalty, which can prompt higher deals and in expanded intensions. It will assist the organization to identify the relationship between service quality delivered and customers' satisfaction.

OPEN ACCESS

Based on Parasuraman et al. (1985), SERVQUAL model was used which is made of ten dimensions of service quality when created; tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding the customer, and access. In addition, service quality and customer loyalty have gotten a lot of consideration from both researchers and professionals in light of their pertinence and relationship (Eshghi et al., 2008) and the fundamental purpose of concentrating on these issues enhancing general execution of organizations Magi and Julander (1996). Customer satisfaction has been analysed by a few specialists utilizing a solitary thing scale Cronin and Taylor (1992) mentioned that customer's general feeling towards a service is requested that measure satisfaction while others utilize a different thing scale. Parasuraman et al., (1985) fulfillment is measured utilizing different measurements, for instance the SERVQUAL measurements. Customer satisfaction is characterized as a component of the client's desires and impression of execution as per the hope disconfirmation worldview (Tse Wilton, 1988) and it is a developed firmly identified with related service quality (Magi & Julander, 1996).

Customer satisfaction depends on the level of service quality conveyed by the service providers (Saravanan and Rao, 2007) which are controlled by the purchaser's aggregate encounters at all of the purposes of contact with an organization (Cicerone et al., 2009). This demonstrates there is some connection between service quality and customer loyalty which highlights the significance of customer loyalty when defining the quality (Wicks & Roethlein, 2009).

1.1. Problem Statement

Many researchers have looked into the importance of customer satisfaction. Kotler (2000) depicted fulfillment as: "A man's estimations of joy or frustration happening because of separating a thing are seen execution (or result) in relationship with his or her objectives". It is imperative to appreciate why customer remain. Now and again, they stay in light of the fact that it is less requesting to be hopeless and unflinching than it is to take off. Hoyer and MacInnis (2001) said that satisfaction can be connected with evaluations of insistence, bliss, helping, eagerness, and joy.

Satisfaction can be accomplished when they feel they have gotten in any event as much from a purchasing background as the exertion they put in, and when they achieve the conclusion that their purchasing knowledge was in the same class as they trusted it would be. Measuring fulfillment is essential since it uncovers the voice of customer. SERVQUAL was produced in the mid-1980s by Valarie Zeithaml, A. Parasuraman and

Leonard Berry to quantify quality in the service division. Numerous creators express that SERVQUAL is the best-known and driving estimation instrument, it is widespread and generally utilized by scholastics and chiefs as a part of the assortment of modern, business and not-profit-driven settings (Bahia & Nantel, 2000; Sachdev & Verma, 2004; Chiu, 2002).

Unfortunately, some organizations have failed to use on these five variables in SERVQUAL indicate also and particularly how they influence the level of customer faithfulness. Be that as it may, regardless of the way that a huge measure of service quality investigation has focused on service client' obvious service quality (Parasuraman et al., 1988; Carman, 1990; Parasuraman et al., 1991; Babakus and Boller,1992; Cronin and Taylor, 1992; Babakus and Mangold, 1992). Relatively little thought has been paid to examining the components that impact on service employees' behavior concerning passing on service quality.

Moreover, there are lacks of research being conduct in this recent year. Lack of research can lead to poor service quality and will give negative effect on an organizations profitability. Therefore this study will explain the impacts of perceived service quality that will lead to customer satisfaction.

1.2. Research Objectives

1. To identify the level of customer satisfaction in Majlis Perbandaran Seremban (MPS).
2. To investigate the relationship between service quality and customer satisfaction in Majlis Perbandaran Seremban (MPS).

2. Literature Review

2.1. Customer Satisfaction

Most researchers concur that fulfillment is a disposition or assessment that is framed by the customer contrasting their pre-buy desires of what they would get from the item to their subjective view of the execution they really received (Oliver, 1980). As defined by Kotler (2000), satisfaction is a person's sentiments of joy or frustration coming about because of looking at product perceived performance (or result) in connection to his or her desire. Furthermore, Yi (1990) additionally expressed that customer loyalty is an

aggregate result of observation, assessment and mental responses to the utilization involvement with product/service.

Jamali (2005) gives the premise to the estimation of customer loyalty with service by utilizing the gap between the customer's desire for execution and their apparent experience of execution. This furnishes the measure with satisfaction "gap" which is objective and quantitative in nature. As indicated by (blocker & flint, 2011) customer loyalty squares with the impression of execution isolated by a desire of execution. Taking into account Boselie and Hesselink (2002) satisfaction, as we as a whole know, is an each moving bar. What kept customer upbeat about our product and services in the last ten, five or even two years would not presently meet the desires of the normal individual on the street. As indicated by Mckinney (2002) general satisfaction speaking to a passionate response to the whole web website pursuit and experience, which concentrates on the assessment of the procedure connected with the buy conduct instead of the result arranged methodology, stressing the purchaser's intellectual state coming about because of the utilization experience. In the interim as per Curry and Curry (2000), cheerful and fulfilled carry on in a positive way. They will purchase a considerable measure from you and will give you an extensive offer of their business. Customer loyalty is gotten generally from the quality and dependability of your product and services.

Based on a research conducted by Mittal & Kamakura (2001) as cited by Mosahab, Mahamad, & Ramayah (2010), customer satisfaction is a key factor in formation of customer's desires for future purchase and according to Reichheld and Sasser (1990) as cited by Kaura (2013), repeat customers cost less to serve than new buyers, benefiting a firm's cost structure. Meanwhile Kaura, et al. (2015) stated that the authors were Kotler (2000) expresses that satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations. Five components of service quality as basic from the customers' perspective have been distinguished by Sureshchandar et al. (2001). Firstly, is centre service or service item that can be distinguished as activities, advantages and satisfaction which are offered available to be purchased or are given in association the offer of goods by American marketing association. Secondly, systematization of service delivery or non-human element, the customer would constantly like and expect the service delivery procedures to be splendidly institutionalized, streamline, and disentangled so they could get the service with no bothers, hiccups or undesired/over the top by the service providers (Sureshchandar, 2002). Thirdly, tangibility of service really alluding to the features of the service facility (gear, apparatus, signage, worker appearance, and so

on.) Or the man-made physical environment, prominently known as the "services capes". Fourthly, is social obligation where Ki-Han Chung (2015) expressed that social obligation exercises in customers' assessment circumstance that are seen all the more emphatically prompt higher customer loyalty and satisfaction service obligation exercises in customers' assessment circumstance that are seen all the more decidedly prompt higher customer loyalty and satisfaction. Last and the most important factor is human element of service delivery. For customers, the nature of customer service figures out if to purchase, and especially whether to remain a customer. Human elements can be characterized as how individuals are dealt with and spoke with on the grounds that just, customers are individuals, and individuals have a tendency to act like individuals and react to individuals. Human element refers to reliability, responsiveness, assurance, empathy, and recovery that will fall under the domain of the human element in the service delivery.

2.2. Service Quality

2.2.1. Reliability

Reliability identifies with the staff's capacity to convey the service in a tried and true and exact way. Different researchers, including Garvin (1987) watched that reliability tends to reliably show up in the evaluation of service. Parasuraman et al. (1988) showed that reliability commonly is the most imperative characteristic customer search for in the scope of worth service. It was determined by Parasuraman et al. (1991) that the change of negative wording to positive wording as proposed by Babakus and Boller (1991) and carman (1990) extended the precision of this estimation. Negative wording in the requesting for a customer response realized the customer to confound this particular determinant.

Walker (1995) found that if there is a sufficient movement of the pivotal level of service, then fringe execution drives customers to assess the service experience as tasteful. Reliability was one of the main estimations not changed by Zeithaml, et al (1988). Referring to Parasuraman et al. (1998), reliability means the capacity to play out the guaranteed advantage transparently and totally. Reliability has been sets as the most essential estimation in examining the method for service. It is a vital for association to battle in the business focus (cook et al., 2002: lovelock et al. 1999). By the day's end, the service must be refined precisely and without fasten up the middle of each satisfaction. Marshall and Murdoch (2003) showed that reliability is the capacity to give

a determination amidst the service experience and as a component of going on the accreditation from the service supplier.

Moreover, Gronroos (2001) suggested that reliability is important for customers so that they can rely on the service provider, its employees and the systems created by the service provider. Despite that, reliability also can lead to significant challenges for service firms like Majlis Perbandaran Seremban (MPS). It is also normal for employees to have different personalities in skills and attitudes, and the same employee can provide radically different service from one customer to another, depending on situational factors like customer attitude task complexity. Lovelock et al. (1999) also stressed that reliability is an outcome measured when the customer judged the service after the experienced the service encounter.

2.2.2. Responsiveness

The desire and willingness to assist customers and deliver prompt service makes up the dimension of responsiveness. Parasuraman et al. (1991) incorporate such components in responsiveness as telling the customer the careful time allotment inside which services will be performed, instantaneousness of service, eagerness to be of help, and never excessively caught up with, making it impossible to react to customer demands. Bahia and Nantel (2000) dismissed responsiveness in their research, asserting an absence of reliability despite the fact that they perceived servqual and the greater part of its measurements as the best known, most generally acknowledged scale to indicate service quality. Responsiveness was likewise one of the first measurements not changed by Zeithaml et al. (1988). Responsiveness is characterized as one individual's conduct amid a communication with an objective individual; a man is responsive if their conduct is adjusted to the conduct of the objective (Lorna, 1998). Fitzsimmons (2006) recommended that responsiveness is the capacity to help customer right now of time. In another study, Miguel et al. (1998) applied the dimension of responsiveness to a chain of car repair shops, through the perspectives of managers and customers. Contradict with the study by Lorna (1998), the study by Miguel et al. (1998) shows that responsiveness is the highest score for the managers. Keeping customers waiting, particularly for no apparent reason will create unnecessary negative perceptions of quality. However, if a services failure occurs but the ability to recover quickly and with professionalism can create very positive perceptions of quality. On the other hand, Carman (2000) indicated that the principal method of handling complaints and customer retention is by quick response. "in case you get the grievance or inquiry you continue to claim it until it is

reason – paying little respect to the likelihood that you raise it or operator it – which suggests that you ought to constantly make up for lost time and brain progress and over the long haul determination and satisfaction” (Carman, 2000). Exactly when an affiliation is open to customer, the customer will feel that their needs and needs being fulfil. Thus, it will provoke positive customer dedications on the way of service that they got. Concentrating on the five identified service quality factors, a study by Festus et al (2004) regarding the responsiveness dimensions appear to be slightly more important than the tangible elements and the recovery dimensions. In summary, the frontline service providers in an organization need to give their customers special attentions (e.g. Addressing a customer by their first name when he/she checks in; adopting a “listening to customers” orientation) and handle the hotel guests“ requests promptly.

2.2.3. Assurance

Knowledgeable and courteous employees who inspire confidence and trust from their customers establish assurance. In banking study by Anderson et al. (1976), it was determined that a critical level of trust in the bank and its abilities were imperative to make the buyer adequately pleasing to develop a dealing with a record relationship. Parasuraman et al. (1991) included exercises by Laborers, for instance, continually well-mannered behaviour imbues sureness and data as prime segments of assurance. Assurance replaces competence, courtesy, credibility, and security in the original ten dimensions for evaluating service (Zeithaml, et al, 1988).

According to Marshall et al. (2003), assurance is defined as the competence and courtesy extended to customers. Assurance is a dimension described by Parasuraman et al. (1988) as the employees“ knowledge, courtesy, and liability to inspire trust and confidence. This dimension is important for service provider. Customer perceives high risk when they feel uncertain about the outcomes. Trust and confidence of the employees embodies the organization that they work for. In the early stage of the relationship, customer may use tangible evidence to assess the assurance dimension. Visible evidence such as degrees, honours and awards or special certifications may give a new customer the confidence in the service provider. Most organizations often experienced difficulty in assessing the capabilities of service personnel. This is particularly apparent to professional services, which does not have the required knowledge in the service given. Given this difficulty in evaluating services, customers focused their assessment of the competence of a service provider upon how efficient or confident in performing the required services.

2.2.4. Tangible

According to Gabriel & Maureen et al. (1993), tangibility refers to the appearance of physical facilities equipment, personnel, and communication materials are another dimension of quality. These are probably even more important to potential customers than to actual customers, because they serve service quality cues to those who are not familiar with the firm. According to Johns & Howard (1998), tangibles influenced the customer satisfaction by the facility provided by the firm. The signs for tangibility included clean library area, well dressed staff, seating availability, and the equipment such as computers, tables, chairs, and others. According to Gronroos (1994), Lehtinen & Lehtinen (1991), and Parasuraman et al. (1985), tangibles constitute one of the few dimensions to have been consistency adapted by different researchers in their research of service quality. The term tangible into physical quality usually refers to the tangible elements of the services that including the appearance of the physical facilities, tools and equipment, personnel, communication materials, other physical features used to provide the service and other customers in the service facility. Furthermore, Lehtinen and Lehtinen (1991) further divided their physical quality into physical product (a good or good consumed during the service production process) and physical support. According to a study by Reimer and Kuehn (2005), the originals scale of Parasuraman (1998) covers the technical equipment, the appearance of physical facilities and of the employees, as well as the fit of the physical facilities with the type of service offered. In the revised version of the scale, the last redundant aspect was replaced by materials associated with the service. Furthermore, according to the same study, as the term (tangible) indicates, only the more tangible aspects of the physical surroundings were included. Other rather intangible dimensions, so called atmospherics (Kotler, 1973) or ambient factors were not included (Bitner, 1992)

2.2.5. Empathy

As indicated by Gabriel and Maureen et al. (1993), empathy alludes to the caring, individualized consideration the firm gives to its customer. It incorporates access, the receptiveness and straightforwardness with which the client can contact the firm. Communication, both keeping the customer educated in language they can comprehend and listening to them and comprehension the customer, endeavouring to know customers and their needs. As indicated by Parasuraman et al. (1985), the empathy of compassion is passed on through customized or modified administration that every individual customer

is novel and extraordinary. According to Kotler, Keller, Swee, Siew & Chin (2006), empathy is the provision caring, individualize attention to customers. Important to the service provider employee to give the personalize attention to the service provider. In addition, it is important to understand what the customer needs to develop the good perception into the customer mind. The service quality will show that after sale service. It is important to the service provider to serve their customer in very caring fashion style create good perception to the customer towards their service product and company image.

2.3. SERVQUAL Model

According to a study by Ernest Emeka et al. (2015), the author was Parasuraman et al (1985, 1988) where dimension of service quality is one of the commonly used and cited components in service quality literature. Furthermore, to Parasuraman et al. (1985) identified ten dimensions of service quality which were subsequently collapsed into five. Based on the same study also, Cronin and Taylor (1992) are of the perspective that the conceptualization of service quality as a gap between expectations and performance is not enough. They contend that the idea of service quality ought to be customers' state of mind towards service, since the idea of satisfaction is characterized as a gap amongst expectations and performance or disconfirmation of expectation.

2.4. Research Framework

This theory shows that independent theory which is human element which consists of reliability, assurance, responsiveness, tangibility and empathy influences the dependent variable which is customer satisfaction, the moderating variables that surfaces as a function to influence the dependent variable and the time impact is felt. All these have helped researchers to understand how customer satisfaction can result from having human element in service delivery.

3. Methodology

3.1. Population

According to Sekaran (2003) define that target populations as the entire group of people, events or things of interest that a researcher wish to investigate. In other words,

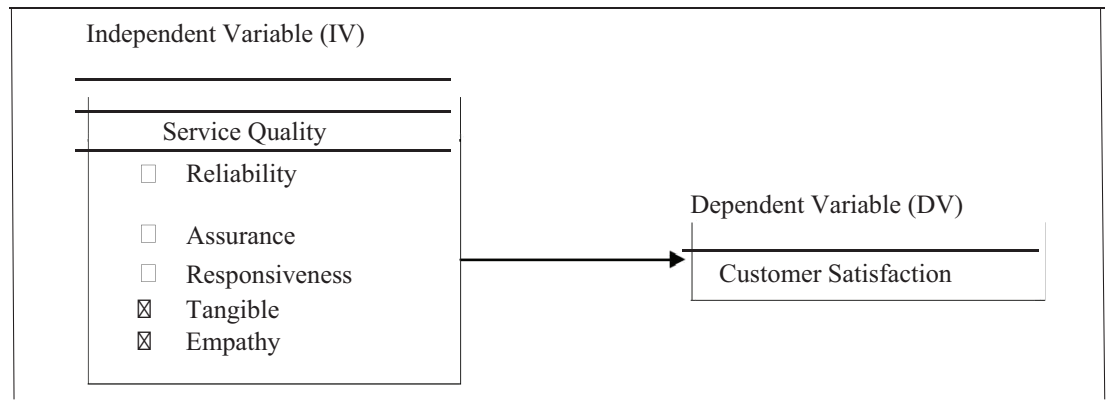


Figure 1: Theoretical Framework (Source: Adapted and structured from (Parasuraman, Valarie A. Zeithaml, & Leonard L. Berry, 1988, Delivery Quality Service, Balancing Customer Perceptions and Expectations).

population is a summation of all the organisms of the same group or lives in the same area. Malhotra (2007) said the target population is the collection of elements or objects that possess the information sought by the research and about which inferences are to be made. Since the research was focusing on five key dimensions that influence customer satisfaction, thus the questionnaires were distributed to internal customers at Majlis Perbandaran Seremban (MPS). Therefore, the total populations for this study were 805 people.

3.2. Sampling Size

The sampling frame for this research was about 260 internal customers who experienced service provided at MPS. The data was obtained from MPS Management services department.

4. Finding

4.1. Demographic Profiles

This section shows the personal data of 210 respondents at Majlis Perbandaran Seremban (MPS). Section A of the questionnaire focused on the demographic background of the respondents which includes gender, level of education, department, marital status and term of service.

Table 1 shows the frequency and percentage of gender. From 210 respondents, 60 were male and another 150 were female. The percentage for both genders is 29% for male and 71% majority was female respectively.

TABLE 1: Frequency and percentage of gender by respondent

Gender		
Respondent's Profile	Frequency	Percent %
Male	60	29.0
Female	150	71.0

TABLE 2: Frequency and percentage of level of education by respondent

Level of Education		
Respondent's Education	Frequency	Percent %
SPM	124	59.0
Diploma	80	38.1
Degree	6	2.9

Table 2 shows the frequency and percentage of level of education. From 210 respondents, a majority of the respondents were SPM holders which is 124 (59%). Next is 80 (38.1%) of were from Diploma holders. Other than that, 6 (2.9%) were Degree holders.

TABLE 3: Frequency and percentage of department by respondents

Department		
Respondent's Department	Frequency	Percent %
Finance Department	39	18.6
Management Service Department	61	29.0
Information Technology Department	21	10.0
Licensing and Public Cleansing Department	28	13.3
Landscape Department	61	29.0

Table 3 shows department of the respondents participated Management Service Department and Landscape Department has the majority of respondents with both 61 (29.0%). Next is Finance Department with 39 (18.6%) and 28 (13.3%) represented Licensing and Public Cleansing Department. Other than that, 21 respondents (10.0%) are from Information Technology Department.

TABLE 4: Frequency and percentage of marital status by respondent

Marital Status		
Respondent's Marital Status	Frequency	Percent %
Single	15	7.1
Married	195	92.9

Table 4 shows that marital status of respondents. Majority of the respondents were married with the frequency and percentage of 195 (92.9%), whereas 15 (7.1%) were single.

TABLE 5: Frequency and percentage term of service by respondent

Term of Service		
Respondent's Term of Service	Frequency	Percent %
1-5 Years	26	12.4
6-10 Years	142	67.6
11-15 years	41	19.5
16-20 Years	1	0.5

Table 5 shows most of the respondents have 6 to 10 years working experience at Majlis Perbandaran Seremban (MPS) with 142 (67.6%). Meanwhile, 41 (19.5%) of employees were those with 11 to 15 years experiences. Next, 26 (12.4%) were employees who have working for 1 to 5 years and the respondent that term of service 16 to 20 years was 1 (0.5%).

4.2. Descriptive Analysis

Research objective 1: To identify the level of customer satisfaction in Majlis Perbandaran Seremban (MPS)

In order to meet with the first objectives for this study which was to find out the level of customer satisfaction on services provided by Majlis Perbandaran Seremban, mean scores and standard deviation were computed. Descriptive statistics were used to answer the Research Question 1 until Question 5. Mean value each for the element was identified by using these statistics. As the responses used a 5-point Likert scale to complete the questionnaire, the following statistics were used in the interpreting the result of the study:

TABLE 6: Level of Satisfaction

Scale
1.00
2.00
3.00
4.00
5.00

Strongly Disagree
Disagree
Natural
Agree
Strongly Agree

Research Question 1

What is the level of customer satisfaction on Reliability?

TABLE 7: Average Mean for Customer’s Satisfaction on Reliability

	N	Mean	Std. Deviation
Organization staff are fulfilled accordingly to the promised service	210	3.83	.523
Organization staff never make mistake while delivered the services	210	3.33	.832
The services correctly delivered at the first time of visit	210	3.73	.681
The services are provided at the time promised	210	3.80	.543
Organization keeps its records correctly	210	4.00	.448
Valid N (listwise)	210		

Based on the table above, it is shown that the highest mean value of customer satisfaction on Reliability of the service is 4.00 which is on “Organization keeps its record accurately and the lowest is on “Organization staff never make mistake while delivered the services” which is 3.33.

Research Question 2

What is the level of customer satisfaction on Assurance?

TABLE 8: Average Mean for Customer’s Satisfaction on Assurance

	N	Mean	Std. Deviation
The customers feel secure in their transaction	210	4.03	.315
Organization staff are consistently courteous	210	3.93	.630
Organization staff have the knowledge to answer the questions	210	3.97	.548
Communication skills of organization staff are excellent	210	3.87	.672
Valid N (listwise)	210		

Based on the table above, it is shown that the highest mean value of customer satisfaction on Assurance of the service is 4.03 which is on “The customers feel secure in their transaction”. Meanwhile the lowest mean is on “Communication skills of organization staff are excellent” which is 3.87.

Research Question 3

What is the level of customer satisfaction on Responsiveness?

TABLE 9: Average Mean for Customer’s Satisfaction on Responsiveness

	N	Mean	Std. Deviation
Organization staff have informs exactly when services will be provided	210	3.87	.672
Organization provides prompt services	210	3.83	.736
Organization staff always willing to help	210	3.90	.599
Organization staff never do other job while respond to customers request	210	3.93	.513
Channels for complaints are readily available	210	3.97	.483
Valid N (listwise)	210		

Based on the table above, it is shown that the highest mean value of customer satisfaction on Responsiveness of the service is 3.97 which is on “Channels for complaints are readily available”. Meanwhile, the lowest is on “Organization provides prompt services” which is 3.83.

Research Question 4

What is the level of customer satisfaction on Tangible?

TABLE 10: Average Mean for Customer’s Satisfaction on Tangibility

	N	Mean	Std. Deviation
Organization staff dressed neat	210	4.07	.360
Organization staff provide the services with smiling faces	210	3.97	.483
Organization counter services physical facilities are properly arranged	210	3.93	.443
Materials associate with service (pamphlet or information) are easy to understand	210	4.00	.448
Valid N (listwise)	210		

Based on Table 10, it is show that the highest mean value of customer satisfaction on tangibility of the service is on 4.07 which is on “Organization staff dressed neat”. The lowest mean in Tangible element is “Organization counter services physical facilities are properly arranged” which is 3.93.

Research Question 5

What is the level of customer satisfaction on Empathy?

TABLE 11: Average Mean for Customer's Satisfaction on Empathy

	N	Mean	Std. Deviation
Organization staff give you individual attention	210	3.97	.483
Organization counter service has operating hours convenient to all of its customers	210	3.90	.702
Organization staff understand your specific needs	210	3.97	.483
Organization staff are able to communicate effectively with you	210	3.97	.483
Valid N (listwise)	210		

The table above shows that all item has the same amount, the highest mean value of customer satisfaction on Empathy of the service which is 4.97 where “Organization staff give you individual attention”, “Organization staff understand your specific needs” and “Organization staff are able to communicate effectively with you”. Meanwhile “Organization counter service has operating hours convenient to all of its customers” represents the lowest mean by 3.90.

Research Objective 2

To investigate the relationships between service quality and customer satisfaction in Majlis Perbandaran Seremban (MPS)

Hypothesis 1

H1: There is a significant relationship between reliability towards customer satisfaction in Majlis Perbandaran Seremban (MPS).

Ho: There is no significant relationship between reliability towards customer satisfaction in Majlis Perbandaran Seremban (MPS).

By referring to Table 12 there is a significant relationship between reliability and Customer satisfaction since ($r = 0.523, p > 0.01$). Thus, there is a positive relationship between reliability and customer satisfaction. Meanwhile, based on Table 13, the relationship between Reliability and Customer Satisfaction can be classified as moderate relationship. Therefore, the hypothesis is accepted.

TABLE 12: Correlation and Coefficient of Reliability and Customer Satisfaction

		Reliability	Customer Satisfaction
	Pearson Correlation	1	.523**
Reliability	Sig. (2-tailed)		.000
	N	210	210
	Pearson Correlation	.523**	1
Customer Satisfaction	Sig. (2-tailed)	.000	
	N	210	210

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 2

H2: There is a significant relationship between assurances towards customer satisfaction in Majlis Perbandaran Seremban (MPS).

Ho: There is no significant relationship between assurances towards customer satisfaction in Majlis Perbandaran Seremban (MPS).

TABLE 13: Correlation and Coefficient of Assurance and Customer Satisfaction

		Assurance	Customer Satisfaction
	Pearson Correlation	1	.796**
Assurance	Sig. (2-tailed)		.000
	N	210	210
	Pearson Correlation	.796**	1
Customer satisfaction	Sig. (2-tailed)	.000	
	N	210	210

** . Correlation is significant at the 0.01 level (2-tailed).

By referring to Table 13 there is a significant relationship between Assurance and Customer satisfaction since ($r = 0.796$, $p > 0.01$). Thus, there is positive relationship between Assurance and customer satisfaction. Meanwhile, based on Table 13, the relationship between Assurance and Customer Satisfaction can be classified as strong relationship. Therefore, the hypothesis is accepted.

Hypothesis 3

H3: There is a significant relationship between responsiveness towards customer satisfaction in Majlis Perbandaran Seremban (MPS).

Ho: There is no significant relationship between responsiveness towards customer satisfaction in Majlis Perbandaran Seremban (MPS).

TABLE 14: Correlation and Coefficient of Responsiveness and Customer Satisfaction

		Responsiveness	Customer Satisfaction
	Pearson Correlation	1	.846**
Responsiveness	Sig. (2-tailed)		.000
	N	210	210
	Pearson Correlation	.846**	1
Customer satisfaction	Sig. (2-tailed)	.000	
	N	210	210

** . Correlation is significant at the 0.01 level (2-tailed).

By referring to Table 15, there is a significant relationship between Responsiveness and Customer satisfaction since ($r = 0.846, p > 0.01$). Thus, there is a positive relationship between Responsiveness and customer satisfaction. Meanwhile based on Table 13, the relationship between Responsiveness and Customer Satisfaction can be classified as strong relationship. Therefore, the hypothesis is accepted.

Hypothesis 4

H4: There is a significant relationship between tangible towards customer satisfaction in Majlis Perbandaran Seremban (MPS).

Ho: There is no significant relationship between tangible towards customer satisfaction in Majlis Perbandaran Seremban (MPS).

TABLE 15: Correlation and Coefficient of Tangible and Customer Satisfaction

		Tangible	Customer Satisfaction
	Pearson Correlation	1	.851**
Tangible	Sig. (2-tailed)		.000
	N	210	210
	Pearson Correlation	.851**	1
Customer satisfaction	Sig. (2-tailed)	.000	
	N	210	210

** . Correlation is significant at the 0.01 level (2-tailed).

By referring to Table 15, there is a significant relationship between Tangible and Customer satisfaction since ($r = 0.851, p > 0.01$). Thus, there is positive relationship between Tangible and customer satisfaction. Meanwhile based on Table 13, the relationship

between Tangible and Customer Satisfaction can be classified as strong. Therefore, the hypothesis is accepted.

Hypothesis 5

H5: There is a significant relationship between empathy towards customer satisfaction in Majlis Perbandaran Seremban (MPS).

Ho: There is no significant relationship empathy towards customer satisfaction in Majlis Perbandaran Seremban (MPS).

TABLE 16: Correlation and Coefficient of Empathy and Customer Satisfaction

		Empathy	Customer Satisfaction
Empathy	Pearson Correlation	1	.828**
	Sig. (2-tailed)		.000
	N	210	210
Customer satisfaction	Pearson Correlation	.828**	1
	Sig. (2-tailed)	.000	
	N	210	210

** . Correlation is significant at the 0.01 level (2-tailed).

By referring to Table 16 there is a significant relationship between Empathy and Customer satisfaction since ($r = 0.828, p > 0.01$). Thus, there is a positive relationship between Empathy and customer satisfaction. Meanwhile based on Table 13, the relationship between Empathy and Customer Satisfaction can be classified as strong relationship. Therefore, the hypothesis is accepted.

5. Recommendation

Through this research and data analyses, there are some recommendations that can be proposed to Majlis Perbandaran Seremban (MPS) by the researcher, as based on the findings and conclusions the result of this study do not reflect the actual situation. Based on the findings, the researcher wants to recommend Majlis Perbandaran Seremban (MPS) to reduce errors during delivery of the service as from the finding, the researcher can see that the personnel need to deliver services correctly at the first time of visit for customers. Apart from that, the personnel also need to give the service on time so that customers will not accuse for a late service. This is supported by Parasuraman et al.

(1998), where reliability means the ability to play out the guaranteed service independently and precisely. In the other word, Marshall and Murdoch (2003) mentioned that reliability is the ability to give a determination amid the service experience and as a major aspect of conveying the guarantee from the service provider. According to Parasuraman et al. (1991) actions by employees such as always courteous behavior instills confidence and knowledge as prime elements of assurance. So that, the researcher wants to recommend the organization improve their employee communication skills by sending them to certain programmes so that they can improve it increase knowledge in the areas. Apart from that, according to the service quality theory Jayaraman et al. (2010), it is anticipated that customer will judge that quality as "low" if execution does not live up to their desires and quality as "high" when execution surpasses desires. Therefore, Majlis Perbandaran Seremban (MPS) must ensure that the employees perform services promptly. Apart from that, the organization should always improve their services so that there will be no mistake while delivering the services.

References

- [1] Babakus, E. and Boller, G.W. (1992), "An empirical assessment of the SERVQUAL scale", *Journal of Business Research*, Vol. 26 No. 6, pp. 253-68.
- [2] Bahia, K., & Nantel, J. (2000). A reliable and valid measurement scale for the perceived service quality of banks. *International Journal of Bank Marketing*, Vol. 18 Issue 2/3, 84-92.
- [3] Berkman, H.W. and Gilson, C. (1986). *Consumer Behavior: Concepts and strategies*, 3rd ed., Kent, Boston.
- [4] Carman, J. M. (1990). Consumer perceptions of service quality: an assessment of SERVQUAL dimensions. *Journal of Retailing*, Vol. 66 Issue 1, 33-55.
- [5] Chiu, H-C. (2002). A study on the cognitive and affective components of service quality. *Total Quality Management*, Vol. 13 Issue 2, 265-274.
- [6] Cronin, J. J., & Taylor, S. A. (1992) Measuring service quality; a re-examination and extension. *The Journal of Marketing*, Vol. 56, Number 3, p.55-68.
- [7] Ernest Emeka et al. (2015), "Service Quality, Customer Satisfaction and Loyalty in Automobile Repair Services Sector", *International Journal of Quality & Reliability Management*, Vol. 32 Iss 3 pp. 250-269
- [8] Eshghi, A., Roy, S. K., & Ganguli, S. (2008). Service quality and customer satisfaction: An empirical investigation in Indian Mobile Telecommunications services, *Marketing Management Journal*, Vol 18, Number 2, p. 119-144.

- [9] Hoyer, WD & MacInnis, DJ 2001, Consumer behavior, Houghton Boston: Mifflin Company in Singh, H 2006, "The Importance of Customer Satisfaction in relation to customer loyalty and retention", UCTI.WP-06-06, May 2006, Kuala Lumpur, Malaysia
- [10] Kaura V. et al. (2015). "Service Quality, Service Convenience, Price and Fairness, Customer Loyalty, And The Mediating Role of Customer Satisfaction". International Journal of Bank Marketing, Vol. 33 Iss 4 pp. 404 - 422
- [11] Kotler, P., (2000), Marketing Management. 10th ed, Prentice-Hall, New Jersey
- [12] Magi, A. & Julander, C. R. (1996). Perceived service quality and customer satisfaction in a store performance framework. An empirical study of Swedish grocery retailers, Journal of Retailing and consumer services, Vol. 3, Number 1 p.33- 41.
- [13] Mittal, V., & Kamakura, W. A. (2001). Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics, Journal of Marketing Research, Vol. 38(1), 131-142.
- [14] Mosahab R., Mahamad O., & T. Ramayah (2010). Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation. International Business Research, Vol. 3, No. 4.
- [15] Oliver, R. (1996). Satisfaction- A Behavioral Perspective on the Consumer. The McGraw- Hill, 2nd Edition, 48.
- [16] Parasuraman, A. L. (1985). SERVQUAL: A Multiple- Item Scale for Measuring Consumer Perception Of Service Quality.
- [17] Parasuraman, A. &. (1985). A Conceptual Model of Service Quality and Implications for Future Research. Journal of Marketing, 41-50.
- [18] Parasuraman, Z. &. (1988). Delivery Quality Service: Balancing Customer Perceptions and Expectations.
- [19] Prakash, A., & Mohanty, R.P. (2012). Understanding service quality. Production Planning & Control: The Management of Operations, 24(12), 1050-1065.
- [20] Reichheld, F. and Sasser, W.E. Jr (1990), "Zero Defections: Quality Comes to Services", Harvard Business Review. Vol. 68 No. 5, pp. 105-11.
- [21] Sachdev, S. B., & Verma, H. V. (2004). Relative importance of service quality dimensions: a multispectral study. Journal of Services Research, Vol. 4 Issue 1, 93-116.
- [22] Saravanan, R. & Rao, K. S. P. (2007). Measurement of service quality from the customer's perspective – An empirical study, Total Quality Management, Vol. 18. No. 4, p.435-449.
- [23] Tse, David K. & Peter, C. Wilton. (1988). Models of Consumer Satisfaction: An Extension, Journal of Marketing Research, Vol. 25 p. 204-212.

- [24] Vavra, T.G. (1997), *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*, ASQ Quality Press.
- [25] Wicks, A. M., & Roethlein, C. J. (2009). A Satisfaction-Based Definition of Quality *Journal of Business & Economic Studies*, Vol. 15, No. 1, Spring 2009, 82-97.
- [26] Zeithaml, V.A., Berry, L.L., & Parasuraman, A. (1996). The Nature and Determinants of Customer Expectations of Service, *Journal of the Academy of Marketing Science*, vol.21, Winter, pp.1-12.