The Influence of SEVQUAL Factor on Customer Satisfaction at Bachok Land and District Office in Kelantan

by

NORALIZA BINTI MOHD ROFI

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Pengaruh Faktor SEVQUAL Terhadap Kepuasan Hati Pelanggan Pejabat Tanah dan Jajahan Bachok di Kelantan

ABSTRAK

Kepuasan hati pelanggan adalah salah satu aspek penting yang diberikan perhatian oleh pembekal barangan atau pekhidmatan. Hal ini kerana kualiti barangan atau perkhidmatan yang disediakan oleh sesebuah organisasi dapat ditingkatkan dan nilai berdasarkan pandangan pelanggan. Oleh itu, kajian ini dijalankan bagi mewujudkan pengetahuan baru dan pemahaman yang lebih jelas mengenai kepentingan kualiti perkhidmatan terhadap kepuasan hati pelanggan. Objektif kajian ini adalah untuk mengkaji tahap kepuasan hati pelanggan di kalangan pelanggan di Pejabat Tanah dan Jajahan di Bachok, Kelantan. Untuk mengenalpasti hubungan antara faktor fizikal (tangible), faktor kebolehpercayaan, faktor tindakbalas dan faktor empati dikalangan pelanggan di Pejabat Tanah dan Jajahan Bachok. Untuk mengetahui faktor penting yang mempengaruhi kepuasan hati pelanggan di Pejabat Tanah dan Jajahan Bachok. Kajian ini memberi tumpuan kepada Pejabat Tanah dan Jajahan Bachok seperti yang kita ketahui bahawa jabatan ini menyediakan perkhidmatan yang lemah dan membawa kepada banyak aduan dibuat oleh pelanggan. Kajian ini untuk meningkatkan pengetahuan dan kemahiran pekerja serta membantu organisasi dalam membuat keputusan untuk meningkatkan prestasi dan perkhidmatan awam yang lebih baik.

The Influence of SEVQUAL Factor on Customer Satisfaction at Bachok Land and District Office in Kelantan

ABSTRACT

Customer satisfaction is an important aspect that is often given attention by the product or service provider. This is because the quality of the products or service provided by an organization can be assessed and improved based on the insights gained from subscribers. Therefore, this study was conducted to create knowledge and better understanding on the important of service quality towards customer satisfaction. The objective of this study is examine the level of customer satisfaction among customers of land and district office at Bachok, Kelantan. To identify the relationship among tangible factor, reliability factor, responsiveness factor and empathy factor among customers at Bachok Land and District Office. To investigate the most important factor that influences customer satisfaction Bachok Land and District Office. This study is focused on Bachok Land and District Office as we know that this department provide a poor service delivery and led to complaints made by customers. This study to enhance the knowledge and skills of employees and helps organization in decision making in order to improve performance and better public service.

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LIST OF ABBREVIATIONS

SPSS   Statiscal Package for Social Science
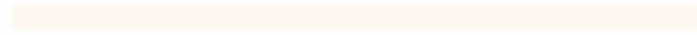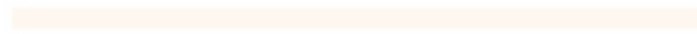
CHAPTER 1

INTRODUCTION

1.1   Preliminary

This chapter mentioned briefly about the background of study, statement of problem, purpose and research question. Moreover, the significance of the study contributed the new knowledge and the overall structure of the research.

1.2   Background of study

In recent year, public services delivery is important issues for many countries including Malaysia. Service quality depends on how an organization delivers effective public service and whether they are performing well or poorly. *"Efficient and effective delivery service"* is the slogan for the year 2017 create by ex Prime Minister of Malaysia, Dato Sri Mohd Najib Bin Tun Abdul Razak to empower public service toward good work culture, with community participation, create moral value for organizational sustainability and important role in driving economic growth (Report by Public service department of Malaysia 2017). Public Service Department found that since 1957 Malaysia Public Service has transformation from a maintained-oriented administration to a customer-oriented administration in 1990. Through this, public service delivery emphasizes more good management practices and involves Information and Communication Technology (ICT) in the early 2000s.

An independent review of Malaysia Public Service policy found that agency governance was low of quality management since 1980 leads to poor public service delivery. World Bank in Doing Businesses 2010 reported that Malaysia takes 144 days to complete registration in land administration process. Currently, in 2018 Malaysia is ranking 42 of 190 out in delivering land administration service. According to Malaysia Public Organization (Public Complaints Bureau (PCB) 1996-2006, there are quiet of number complaints filed by public regarding to delay in taking action and providing service to them. This issues need to be addressed. Customer expectations and needs are always changing depends on current environment and their quality requirements (Prabha, R et al.,2010).

In era globalization and an increasingly complex, public service must re-invent the ways they do business. New era in the industrial landscape called Industry 4.0, one of the key drives in industry to more flexible and productive. Public service delivery needs to be productive to face the Industrial Revolution 4.0 challenges through an efficient and effective service delivery. Among the customer complaints about service delivery at Bachok Land and District Office, therefore this study aim to identify the perfections of customer about services provided and find out the current status of the quality of service offered. The quality of service that are less good would result from unsatisfied customers related to complaint issues.

Table1.1: Number of customer complaints year 2016-2017

No.	Items	2016	2017
1.	Delay of land registration process	80	110
2.	Customer service attitude	50	65

Source: Bachok Land and District Office

Based on Table 1.1 above, the number of customer complaints in delay of land registration process is 80 complaints in 2016 increased 110 complaints in 2017. The number of complaints of customer service attitude is 50 complaints in 2016 increased 110 complaints in 2017.

1.3 Bachok Land and District Office

Bachok Land and District Office founded in 1932. This office situated on Jalan Pantai Irama, Bachok, Kelantan. Starting 1981, its operations have moved at Kampung Teluk after the new building was completed. It is located 3 km away from Bachok city centre and has been strategically placed. Bachok Land and District Office was led by the District Officer with 127 dedicated staff. In general, the administrative structure of the Bachok Land and District Office is divided into three divisions, namely Administration Division, Land Division and Development Division. Each section plays a different role. This is to realize every program that has been framed and can run smoothly. Bachok Land and District Office are responsible to manage and collect

government revenue such as quit rent, land tax, land premium, permit and registration of title of land.

1.3.1 Objective of the department

To perform system administration efficient and effective to achieve the following goals:

i) Perform the task of designing, managing and coordinating policies socio-economic development of rural communities in line with Vision 2020.

ii) Coordinate the work or duties of government departments in implementing infrastructure development projects.

iii) Managing and spending public money wisely in accordance with regulations approved on rules that have been set.

iv) To make the land administration capable of designing the development of land to achieve the following goals; designing the optimal use of land disposal for development and implementing land policy fairly and can benefit the people.

1.3.2 Mission of the department

Implementing the Land Administration and Development District efficient and increase efficiency scheme to achieve organizational goals Bachok Land Office.

1.3.3 Organization Chart
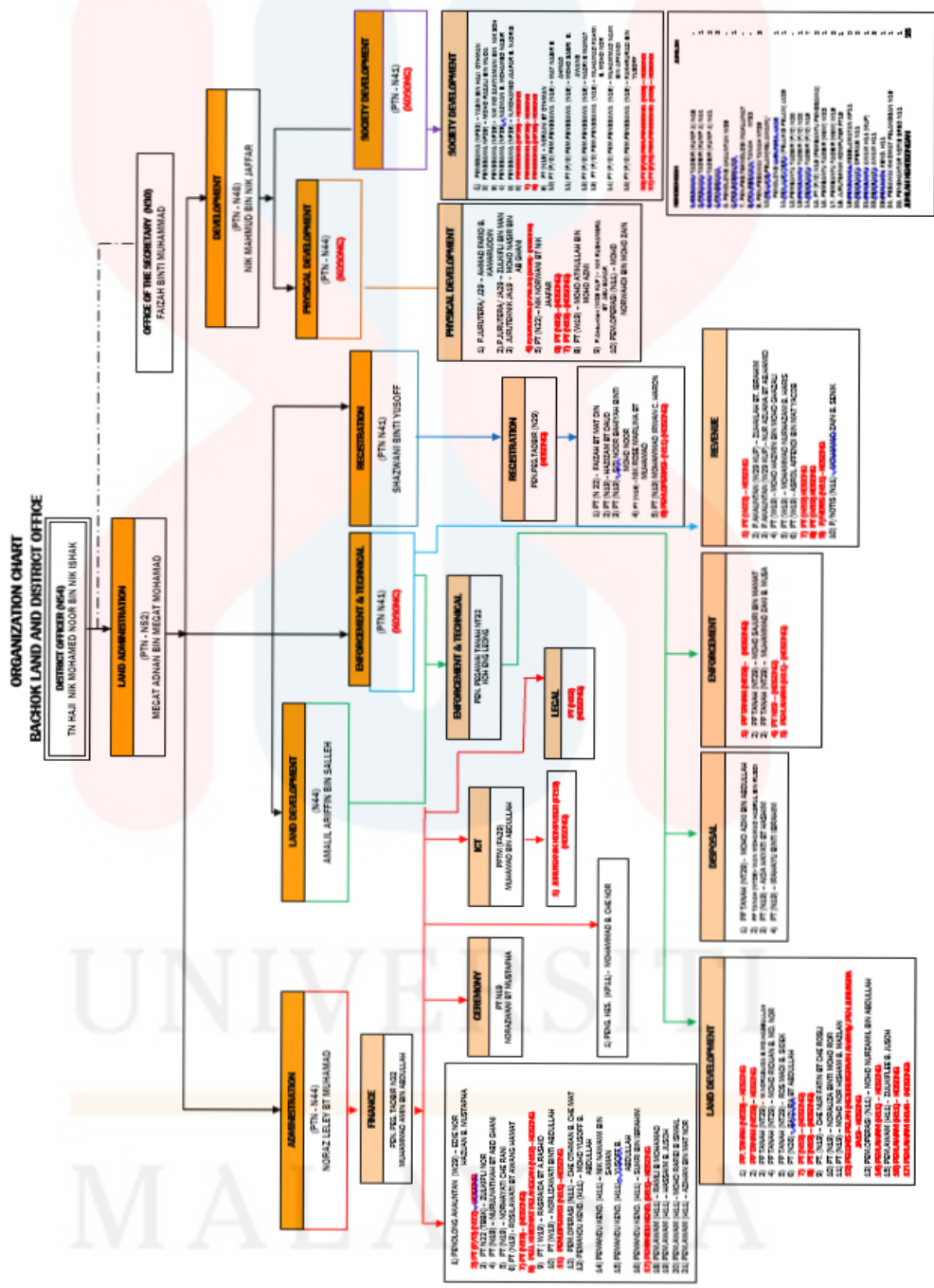
Figure 1.1:Organizational chart Bachok Land and District Office for year 2018

Source:Bachok Land and District Office

1.4   Statement of the Problem

According to Stephen, G and William, D.G (2004), the burden of duty in government activity is very high regarding the increasing of population. In the twenty-century, the customer perception towards service is very high. Ainul Jaria and Anesh (2005) identified that the lack of skill and knowledge of leadership and influence of political ideology on decision making process effect on operational process and public dissatisfaction.

The complaints also included lack of public facilities, unsatisfactory manpower quality, unfair action and failure to follow to procedures by the Public Complaints Bureau (PCB). In 2011, a total of 13,256 complaints were received. In addition, the complaint take more than 15 days to resolved. To enhance public service delivery, the government seeks to ensure that public complaints are managed effectively (Bakhari,M.I and Zawiyah,M.Y 2003). According to reported by the Department of Director General of Land and Mines, land registration is one of the issue need to emphasizes by government because the transaction or process take more time and usually take month and if not, years in some cases.

Dato Haji Yidris Abdullah in seminar about land law and administration for land administrator in Penisular on 15-16 Disember 2003 said that the number of public complaints increasing from 553 complaints in 2001 to 805 complaints in 2002. Based on Table 1.2 below, the workload for land administration in Malaysia was increased for change of land ownership and land tax in 1992 is 202 million increased to 677 million in 2002.

Table 1.2: Differentiation of the work load in Malaysia from 1992 to 2002

No.	Items	1992	2002
1	Land Ownership	299.15	280.82
2	Temporary Occupation License (TOL)	89.687	25,896
3	Material Permit	1,929	1,201
4	Change of Land Ownership	1,700,000	2,940,075
5	Land Tax	202 million	677 million

Source: Seminar about land law and administration for land administration in Penisular by Dato, Haji Yidris Abdullah on 15- 16 Disember 2003.

According to Bennett (2005) when much has been achieved, the vision of complete integration is still largely unrealized. The huge improvements in access rules and in data and standard that involve land information infrastructures have not performing well. Furthermore, differences between land information and land administration functions is one of a bigger problem.

In Malaysia, since in the 19th century. the land administration system in Peninsular Malaysia has not changed a lot. The lack of service delivery due to land issues cannot be seen in more perspective (Mohd Sukri I and Anesh , 2016). Ainul Jaria et al. (2010) stated that although government has planned to increase public service delivery in land administration but it has been quiet slow.

As for agreeing on particular issue Mahdieh and Zoheir (2014) said that there are challenges to government when the older and poorer groups in society tend to excluded this technology but them not able to interact with individual through of society. So, there are exist a gap among technological and management context. In related issues, Bank Islam Malaysia Berhad (BIMB) in Kedah needs to satisfy their customer in order to compete with other bank. The banks need to know the aspects that customer use to justice service quality and enhance service quality. KhaliL, A (2011) said that customer satisfaction is determine the success or fail of a business.

Taking from article Reichard, M and Soliz, J.P (2016), lower level awareness, low literacy rate, poor ICT infrastructure and lack of data standard due to employee not performing well and fulfil the customer need and wants. Overall, from the all problem statement above which found service quality in public sector is slow and led to public dissatisfaction.

1.5 Purpose

In order to accomplish this goal, the following objectives were set:

1. To examine the level of customer satisfaction at Bachok Land and District Office.

2. To identify the relationship among *tangible factor, reliability factor, responsiveness factor and empathy factor* among customers at Bachok Land and District Office.

3. To investigate the most important factor that influences customer satisfaction at Bachok Land and District Office.

1.6   Significance of the Study

This study was conducted in to obtain information towards customer satisfaction issues related to Bachok Land and District Office. By doing this research, there are some benefits that can be detained to individual (employee), government and society.

1.6.1   Individual (Employee)

Staffs in this department have the challenging task because they have to deal with customers who have various issues. So that, this study can increase knowledge among all those involved and also creates mutual understanding between employees and customers. All overall, it will increase performance by individual.

1.6.2 Government

To succeed, organizations must always provide a new improvement and also keep under to ensure the customer perception meet their needs and wants. Satisfaction levels describe about the difference between two items; expected and perceived. Satisfaction occurs when product or service has provided better than expected. Through this, government need provide a better service and also skill to achieve the goal. Generally, customer satisfaction can increase profit in businesses (Lou ad Homburg,

2007). It also creates awareness among the administrator in providing good service to customers. Besides that, it helps government to handling and managing daily operation in public service become more systematic and friendly.

1.6.3 Society

There are many past literature have investigated the relationship of customer behaviour patterns (Dimitriades, 2006; Olorunniwo et.al 2006; Chi and Qu,2008; Faullant et al.,2008). From the data collection and evaluation, customer satisfaction will increases customer demand for product or service, increase customer loyalty and leads to positives word-of-mouth. People get benefit. The administrator can manage and resolve the problems based on the priority and can take an action on the towards improvement of service.

1.7 Research Question

The research question of this study will be:

1. What is the level of customer satisfaction at Bachok Land and District Office?

2. Is there any relationship among *tangible factor, reliability factor, responsiveness factor and empathy factor* among customers at Bachok Land and District Office?

3.   What is the most important factor that influences customer satisfaction at Bachok Land and District Office?

1.8   Chapter Conclusion

Overall, in this chapter researcher describe background of study, statement of problem, purpose, research question and significance of the study. For the next chapter researcher will discuss on pass researcher and theories of the study to support this research.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

This chapter highlights definition of service quality, service performance and customer satisfaction. Overviews of the driving factors that affect service quality (tangible factor, responsiveness factor, reliability factor and empathy factor) are presented. Lastly, the model framework for this study are discussed.

2.2   Service Quality

According to Parasuraman et al.(1988), service quality is overall the attitude and the service were accepted by customers (Zeithaml and Bitner, 1996). Service quality is multidimensional and the dimension can different depends on the differential of service industries (Parasuraman et.al, 1998). Linguistically, service quality is a valuation of customer from all quality of service provided (Zeithmal, 1988). Service quality as ability of organization to meet customer expectation (Parasuraman, 1988). Service quality is one of the key for businesses succeed. A good strategy needed for organization to maintain and enhance customer satisfaction (Oliver, 1980). As agreeing by Eiglier and Langeard (1987), service quality is one of factor that satisfied the customer. The result of service quality provided the comparison between customer expectation and service provided by the supplier (Zeithmal et al., 1990). Dissatisfaction

of customer happen when their expectation more than performance and customer perceived less quality of service than satisfactory (Parasuraman et al., 1985; Lewis and Mitchel, 1990).

Service is a main output of public organization. Thus, service quality is a vital dimension of organization performance (A.G.A Ilahamie, 2010). Taking the example from article by Brady and Cronin (2001a), service quality positively impact on customer satisfaction and loyalty. High levels of service quality increase the firms' outcome such as increasing customer loyalty, improving the probability and high market share. Many research literature agreeing that the factor service employee behaviour will impact quality of service delivery like Parasuraman et al. (1990) and Cronin and Taylor (1992). The service quality measurements provide advantages to manager to identify the problem in the service provided to the customers. Thus, manager gets opportunity to enhance the efficiency and quality of service to fulfil customer satisfaction.

2.2.1   Service Quality in the Public Service

In public service, organizations have pressure to deliver quality service. Customer need and requirement are changing regarding the environment and evolution industry. Service quality in public service is slow because a few factor such as greater scrutiny from the public, difficulties in measuring outcomes and a lack of decision making (Teicher et al., 2002). Report by Government Mauritius on 2006 stated that the government introduced The Public Service Excellence Award in order to increase

productivity and efficiency. One researcher (Pollitt, 2002) stated that public service has transformation to new public management depends on their am and features. The transformation includes the efficient and effective of production and responsive service in order to empowerment of staff to innovate, close to customers and a commitment to improve quality of public service.

2.3   Service Performance

Definition performance by Rao (2004) performance is what is expected to delivered by an individual or group within a time and with different dimension like output dimensions, time dimensions, quality dimensions and others. Performance is a component for three key factor; efficiency, effectiveness and economy. Hefferman and Flood (2006) performance as a productivity indicator include quality, reliability and others factor. Organizational performance is the organization's ability to achieve its objectives and goals. Referring to Daft (2009) organizational performance is the capability of organization to use resources effectively. For most organization, performance management is important key to success. Recently, competitive environment lead organization to measure their performance in order to increase management and customer satisfaction (Zeithmal and Bitner, 2003).

Performance in the public sector covers all aspect including marketing, human resource management, finance, accounting, operation management, organizational behaviour (Marr and Schiuma, 2003). Generally, public services performance is complex and multidimensional. The government's performance

indicator as a survey to look perception of people about the service their receive. Meier and Brudney (2000) stated that the government resources as a best measure to examine the performance.

Performance can be measured at two variable; employee or individual performance and organization performance. To succeed, individual and team performance needs to develop. Performance measure as the process calculating the efficiency and effectiveness of action. Performance measure covers both all economic and operational aspect. The good performance included components of planning, monitoring and control (Neely, 2005).

2.4   Tangible

According to Parasuraman et al. (1988), tangible is a physical aspect. Tangible factor has play role in determine the customer perception about service quality. As mentioned by Rowley (2006), tangibility refers to the product's physical properties. The tangible factor including physical environment has some effects attitudes and behaviour of customers (Bitner, 1992 and Parasuraman, 2002). Tangible factor represented by object and subject. Tangible refers to branch physical condition such as its physical facilities and equipment within the company. For instance, branch comfort ability, sufficient service provider and up to date the company equipment to provide a good customer contact. Bitner (1992) defined servicescape as the design and method of a service to create a certain customer environment. The effect of tangible aspect is higher than intangible factor. Parasuraman et al.(1988) stated that music,

colour, lighting comfort and cleanliness of places effects on customer perception and responses to the environment. A good physical environment increase profitability (Rasley and Imgram, 2001).

H1: There is a significant relationship between tangible and

customer satisfaction.

2.5 Reliability

Reliability is important part in organization manufacturing. The organization trying to purchase system with higher reliability and lower cost. The organization need high product or component system reliability to increase customer satisfaction, increase sales and improved safety. Reliabilty is a test by a number of different researcher and with stable condition. Verma et al. (2015) pointed that reliability as a probability that a component performs decrease the warranty and maintenance cost). Reliability as a probability that a component performs related to function, from a time given with environment condition. The factor affect reliability are probability, intend function, time duration and environmental condition. A product or system of reliability is the probability the product will performs in specific condition and certain time (Portsmouth Business School, 2012).

H2: There is a significant relationship between reliability and

customer satisfaction.

2.6   Responsiveness

Responsiveness as an indicator to help manager identify the action regarding provided a superior product to customer. Responsiveness as a result from implementing time-based approach (Stalk, 1988). As agreeing by Azzone and Masella (1991) there are relationship between the impact of time and responsiveness on value. Better responsiveness provides value customer loyalty. Responsiveness related the time based environment. To increase responsiveness, organizations should provide more product and order than competitor with having less process time (Stalk and Hout,1990). Organization accomplish their objective and maintain competitive advantages (Barclay et al.,1996). Many researchers highlighted that the need and the factors influence responsiveness as Table 2.1 below;

The factors that drive a system to be responsive and the need to be aware of them.

Table 2.1:The responsiveness literature

Author	Responsiveness drivers/needs for responsiveness	Methods to achieve responsiveness	Benefits of responsiveness
Frey (1988)	The changes in customer needs or in market conditions	-	-
Stalk (1988)	-	Simplify procedures in the system and improve decision making and computer based technology	-
Stalk and Hout (1990)	The need for more competitive advantage through time	Replenishing the stock in its store more often, filling an order faster than competitors, and reducing process time	Fill an order faster with less processing time than competitors
Azzone and Masella (1991)	The requirement occurs when response time lengthens and customer look around for better prices of products	-	Achieving competitive advantage
Barclay et al. (1996)	The responsiveness drivers: customers, suppliers, competitors and global factors	Responsiveness strategy and factors affecting responsiveness capability	Brings about or maintains competitive advantages
Bozart and Chapman (1996)	The need to respond to changing customer requirements	The process should be sufficiently flexible	Shrink cycle time to respond quickly to changes in customer requirements
Sin and Hoon (1996)	The need for responsiveness in time based competition to respond to changing customer needs	Compressing time in every phase of the product creation and delivery cycle	Meet customer demand and responding quickly to changing customer needs

Source:Kritchanchai, D & Mac Carthy, B.L (1999). Responsiveness of the order fulfilment process. international journal of operation & production management

There are different purpose and methods to improve responsiveness. These issues can be summarizes as the need to have different abilities to respond to different drivers and the need for capabilities from the existence of technical abilities. The benefits of company depend on what company aim to achieve. These issues can be summarizes as the need to establish goal for improving responsiveness to the business and operational environment. Four components of responsiveness; capabilities (the ability to respond to different drivers), stimuli (the responsiveness driver), awareness (to be aware of the driver) and goal (the targets or objective).

H3: There is a significant relationship between responsiveness and

customer satisfaction.

2.7   Empathy

Joreiman et al. (2002) defined empathy as a physiological motivator for helping others in problems. Empathy is defined as the ability to feel others person emotional experience. It is important for social and emotional development. It also creates a positive behaviour by individual and a good relationship with others. Empathy provides a socially competent person with meaningful social relationships. Empathy includes the dimensions of trust and interpersonal closeness and adult romantic relationships. The ability to empathize provides positive behaviours toward others and also social interactions and relationships. Empathy can play a part in protecting and be the mechanism that to help others. Empathy involves social procedures and attractive in

altruistic behaviour. Besides that, empathy also helps the development of social competence and quality of relationships. The ability to empathize develops from various biologically and environmentally factors. It also important for relationship quality and built meaningful relationships Empathy can include an emotional and a cognitive experience (Strayer and Roberts, 1997).

>*H4: There is a significant relationship between empathy and*
>
>*customer satisfaction*

2.8   Customer Satisfaction

Fornell (1992) mentioned that customer satisfaction is the customer evaluate about their experience regarding product and service they received. Customer satisfaction is the customer expectation about product advantages. It also relationship between expectation and actual result (Hempel,1997). Ueheschy et al. (2004) pointed that there are relation of customer satisfaction to the product, service provided, organization growth and profit. Customer response from innovation of new product by the company (Biljana and Jusuf, 2011). The company should understand the need of quality service to compete and growth and high quality service is important key to sustainable competitive advantages. Customer satisfaction not only gains the profit, but also increases market demand and brand loyalty. As agreeing in particular issues, Kotler (2000) write that customer satisfaction gain more profit and increase market share. Handsemark and Albinos (2004) defined customer satisfaction as customer attitude towards service provider. There are differentiation between what customers expect

about service and what they get from the service provided by the company. Customer satisfaction is a collection of perception, evaluation and physiological reaction after customer used the product or service (Saha and Zhoa, 2005).
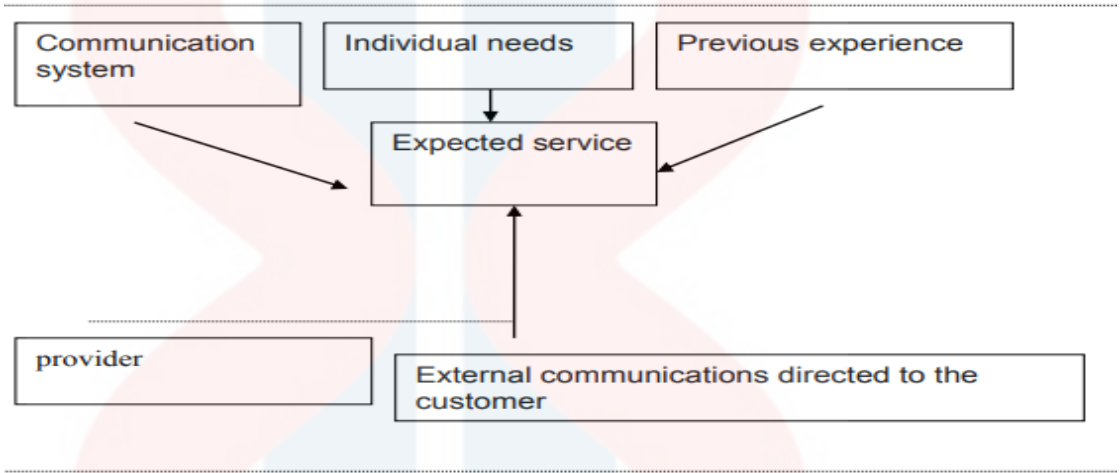
Figure 2.1: Factor that affect customer satisfaction or expectation

Source: Zeithmal,Parasuraman and Berry (1990),p.37,Australian journal of
basic and applied science

Zeithmal et al. (1990) identified that there are many factor influence customer satisfaction or expectation as a figure above:

i) Personal contact with the surroundings

The person builds his expectation or satisfaction with the service provided by the organization through other impressions.

ii) Personal needed

Personal needed included the personal resource and personal needed from person to person according to difference ages, culture, taste and gender.

iii) Previous experience

Previous service and the knowledge of nature after the experiment

iv) External communication

The messages send to the customer to allow customer imagine about service quality and increase customer loyalty.

2.9   SEVQUAL Model

Service quality model in early stage is introduced by Groonroos (1982). He believed that firm need to understand the customer perception and their requirements if a want to be successful.   After that, Parasuraman et al. (1985) develop new model namely SEQVUAL to measure service quality. There are five dimensions service quality included tangible, reliability, responsiveness, assurance and empathy. The five elements create a holistic view of any service environment. Referring to Cronin and Taylor (1994), SEVQUAL is right tool to measuring quality of service.
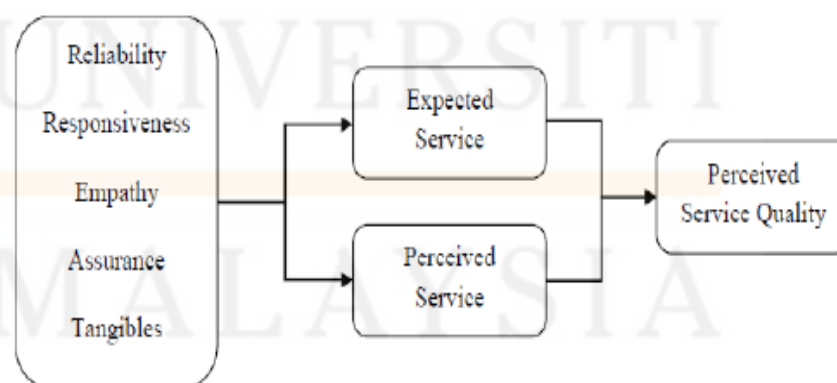
Figure 2.2 :SEVQUAL Model

Source:Parasuraman et.al. (1988)

Table 2.2: The five dimensions of service quality

Tangibles
. The physicality of th eservice, appearance of the physical environment, equipment, personnel and communication materials.
Responsivness
. Willingness to help customers and to do so in a timely fashion
Reliability
. The ability to perform the promised service dependably and accurately
Assurance
. Knowledge and courtesy of staff and their ability to convey trust and confidence
Emphathy
. Provision of a personalised service and a caring attitude

Source: Parasuraman et al.(1988)

Parasuraman et al.(1988) suggested that customer expectations are what customer need and want toward service. SEVQUAL Model had been designed to be "applicable across a broad spectrum of service". The format available to use in specific need and it would be valuable when used of service quality trends. The SEVQUAL purpose is to measure differences between customer perceptions and expectations of the service. The researchers identify five 'gaps' that cause unsuccessful delivery. Customers generally have a tendency to compare the service they 'experience' with the service they 'expect'. If the experience does not match the expectation, there arises a gap.

i) GAP 1: (the positioning gap)

Gap between consumer expectation and management perception

ii) GAP 2 : (the specification gap)

Gap between management perception and service quality specification

iii) GAP 3:(the deliver gap)

Gap between service quality specification and service delivery

iv) GAP 4 : (the communication gap)

Gap between service delivery and external communication.

v) GAP 5: (the perception gap)

Gap between expected service and experienced service
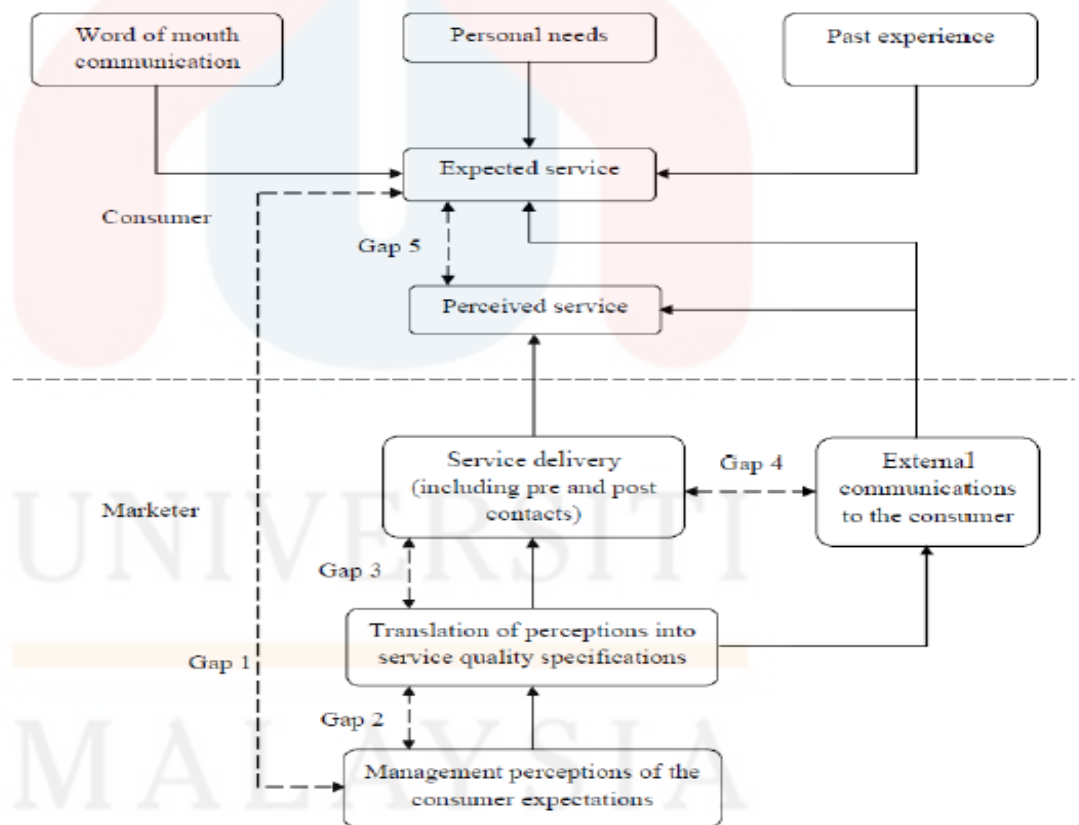
Figure 2.3 :The GAP theory of service quality

Source:Parasuraman et.al (1985)

2.10   Research Framework

The research framework is developed based on the collections of previous literature. The framework independent variables influence customer satisfaction; tangible factor, reliability factor, responsiveness factor, assurance factor and empathy factor. To conduct in this study, researcher use only four independent variable which are related to the customer satisfaction in the Bachok Land and District Office as shown in Figure 2.4 below.

2.10.1 Theoretical Framework
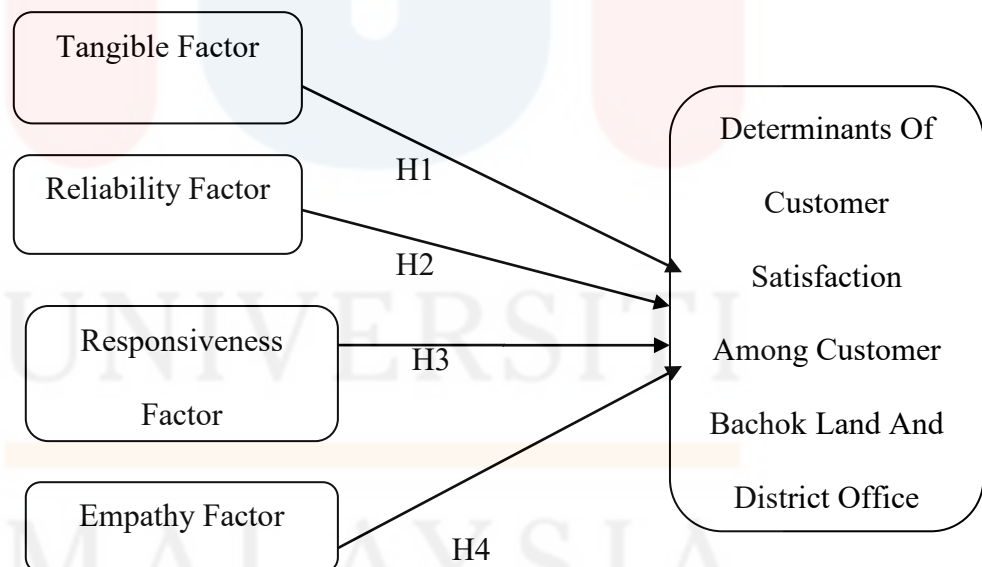
Figure 2.4: Theoretical Framework Develop for this study

2.11 Conclusion

In this chapter, the terms of service quality, service performance, tangible, reliability, responsiveness, empathy and customer satisfaction have been described. Model framework of this study have been developed .

CHAPTER 3

METHODOLOGY

3.1   Introduction

This chapter presents the methodology of the research. The main purpose of this study to test level of customer satisfaction among customer Bachok Land and District Office. Is there any relationship between tangible factor, reliability, factor, responsiveness factor and empathy factor? Overall, the most important factor is examined. The detailed discussion of every step in the methodology is described and explained in this chapter.

3.2   Research Process

Singh (2007) in his article defined research as a researcher's identify the problem, point out the problem and provide the best solution to solve it. A "Process" can be defined as an activity of transformation from inputs into outputs such as people and materials. Research process encompasses six steps which consist of problem selection, hypothesis formulation, research design, data collection, data analysis, lastly, formulations of conclusion as illustrated in Fig. 3.1.
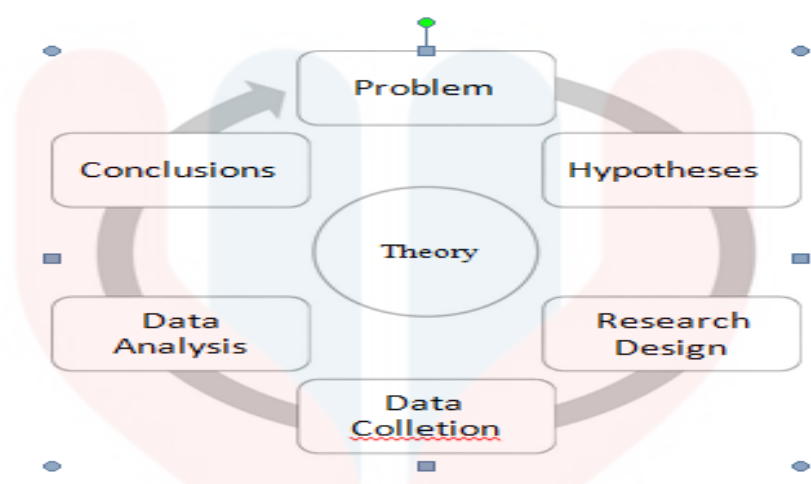
Figure 3.1: Research Process

Source: Yogesh (2006)

This research started with a review of past studies and literature. A literature review consistly in critical reading, evaluating and organizing existing literature in the topic. Research question and research objective was developing related to research process. Then, the conceptual and theoretical framework was developed. It is important part in research process It provide a potential problem before they occurs. Relevant theories, hypotheses, and research framework were explained under Chapter 2.

In research design, two research question need to consider. Firstly, "What data do I need to collect to answer this question?". Secondly, What is the best way to collect the data?" To determine the reliability and validity of the each questionnaire, a pilot study was carried out. The next stage was the data collection. Once the issues identified in Stage 4 is should have the clear idea of what data to collect and how to collect it. Clearly, need to consider what methodology to choose and which methods to utilise

within the methodology. After some improvement has been made, the questionnaire was used for data collection.

After collected the data in stage 4, the data need to analyse to provide answer to research question. In this case, the data was analyses using statistical software known as SPSS version 24. The analyses such as reliability, descriptive, correlation and regression. The finding from data collected were further explained in Chapter 4.

Lastly, in Stage 6 the process involved drawing conclusion and provide answer for research question. The final process of research it must evaluate how successful in achieving research objective and make recommendation in further research discussed in Chapter 5.

3.3 Research Design

Research design is an efficient plan to study a scientific problem. Research design is the framework to seek answer the research question. Yogesh (2006) defined the research design is a selected component and design of research project. This research plan involves three stages which are design stage, data collection stage, and analysis stage.

Design Stage

The first stage is design of research. A literature review on customer satisfaction of service quality at Bachok Land and District Office has been conducted to identify the research gap, research question, and objectives as the basis for performing this research. Then, a research framework was developed based on the previous literature and studies in which four hypotheses have been proposed. The research strategy selected for this research is survey method / questionnaire. The sample size was determined by using Table Krejcie and Morgan (1970) in order to get the more accurate assessment of required sample size for this research. The computed minimum required sample size is 175 samples. Therefore, the sample of 310 for this research was deemed sufficient. Next, in order to examine the validity and reliability of the questionnaire , this research had conducted a pilot study.

Data Collection Stage

The second stage is collection of data. After make sure the questionnaires are reliable, the data collection process was conducted and the questionnaire was developed and produced through survey form and Google Form application. As a result, a total of 200 completed questionnaires were acquired. After that, cleansing exercise was conducted to drop those respondents that have no experience and not do any transaction at Bachok Land and District Office. After data cleansing, 175 respondents have met the prerequisites.

Analysis Stage

The third stage is analysed data. The data was analyzed using SPSS version 23 software and the analysis includes descriptive analysis, correlation analysis, and regression analysis. The outcome this plan enabled this research to answer the research questions and achieved its objectives. The overview of this research plan is shown in Fig. 3.2.
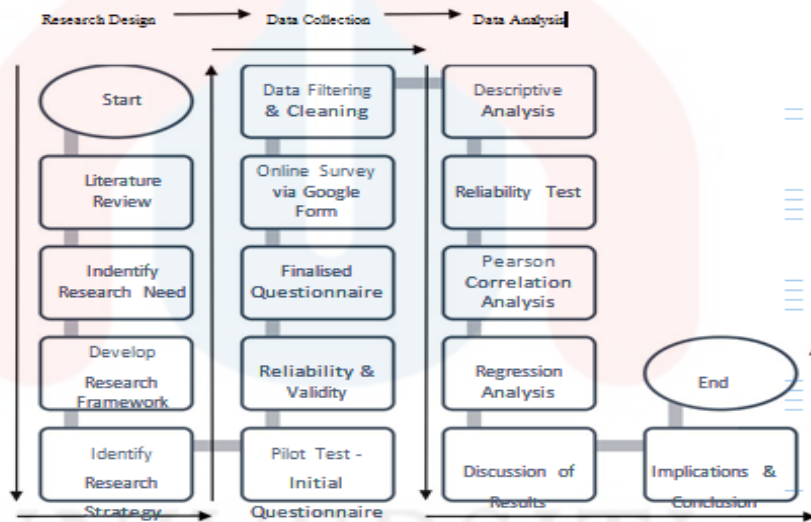
Figure 3.2:   Research Design

3.4   Target Population

The population for this study is defined as all customers who make application of land registration during the sampling time frame. This population was used because Bachok Land and District Office received high complaint regarding slow process in service provided. The researcher also seek to test of significant of the hypothesis

between relationship tangible factor, reliability factor, responsiveness factor and empathy factor among customer. From this research, researcher get a result what is the most important factor that influence customer satisfaction at Bachok Land and District Office.

3.5   Sample Method and Sample Size

Sampling is the method of selecting a subset of the population called sample. There are two categories of sample: probability samples or non-probability samples. A probability sampling is sample selecting by random. In contrast, non-probability sampling is the sample was collected based on the population. This technique uses non-randomized methods to draw the sample. In order to achieve a good research and result, there are important for researcher to select a right for the element of the sample. In this study, a non-probability method was choose in gathering information. The researcher uses the Purposive Sampling.

According to Paula L.B and Justo P.A (2001) purposive sampling is the sample selecting depending on his opinion or purpose of study. Purposive sampling may involve the all population or a subset of a population. Purposive sampling does not produce a sample that is representative of a larger population (Nayeem,S, 2007). Purposive sampling will be used because the researcher want Bachok Land and District Office that are in best position to provided the information required.

Referring to Roscoe (1975) the strategic tool use for determining the sample size by following Rule Of Thumb. The general Rule Of Thumb is not less than 50

participants for a correlation or regression with the number of increasing of
independent variable. In this study, the selection of population based on Table Krejcie
& Morgan (1970). According to the table, the sample 175 was considered from a
population of 310. So, the respondents are 175. 175 respondents (N=320;S=175).

3.6   Data Source

The main source of data was primary data using questionnaire. The data was
collected from respondents in Bachok Land and District Office in Kelantan. Secondly,
literature about the variable will be obtained from journal articles, books, internet
libraries, documents and reports from Bachok Land and District Office and other
published literature.

3.7   Data Collection Method

The data will be obtained through primary data via questionnaire method.

3.7.1   Measurement of Variable

3.7.1.1 Demographic Variable

The demographic details of the respondent will gather in the questionnaire for
profiling. Both ordinal and nominal scale are used to measure the demographic profile
of respondents in Part A. Nominal scale is suitable for this variables. Ordinal scale is
applied for age.

3.7.1.2 Independent Variable

There are four independent variable in this study; tangible, reliability, responsiveness and empathy. This study employed a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). 20 questions are adopted from various studies.

3.7.1.3 Dependent Variable

The dependent variable in this study is the level of customer satisfaction. This study employed a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5) . 5 questions are adopted from various studies. The respondents were asked to rate on the statements that describe their level of customer satisfaction.

3.8 Instrumentation

In this quantitative study questionnaire were used to collect data. Total of 175 questionnaires will be distributed to customer Bachok Land and District Office.

3.8.1 Questionnaire Design

The data collection for this study is questionnaire separated by six chapter namely, Part A, Part B, Part C and Part D, Part E and Part F. Part A consists questions on the respondents demographic background. Respondents are asked to select their age,

gender, education level, working sector and their experience at Bachok Land and District Office.

For Part B, the question was designed to measure the tangible factor were the respondents were tested about perception them towards physical environment at Bachok Land and District Office. Part B is categorized into 5 sub sections that are section B1, B2, B3, B4 and B5. The questions will require the respondents are given statements to obtain agreements level of respondents on the extent to which true statements are for them. The respondents are required to answer based on a 5-point scale with 1=strongly disagree, 2=disagree, 3=moderate, 4= agree and 5= strongly agree. The respondent need to rate the statement in this section.

Part C was designed to measure the reliability factor were the respondents were tested about perception customers about the ability of employee and organization in providing current service at Bachok Land and District Office. Part C is categorized into 5 sub sections that are section C1, C2, C3, C4 and C5. The questions will require the respondents are given statements to obtain agreements level of respondents on the extent to which true statements are for them. The respondents are required to answer based on a 5-point scale with 1=strongly disagree, 2=disagree, 3=moderate, 4= agree and 5= strongly agree. The respondent need to rate the statement in this section.

Meanwhile, in Part D, the question was designed to measure the responsiveness factor were the respondents were tested about perception customers about the willingness employee at Bachok Land and District Office to help them when they face a problem. Part D is categorized into 5 sub sections that are section D1, D2, D3, D4 and D5. The questions will require the respondents are given statements to obtain

agreements level of respondents on the extent to which true statements are for them. The respondents are required to answer based on a 5-point scale with 1=strongly disagree, 2=disagree, 3=moderate, 4= agree and 5= strongly agree. The respondent need to rate the statement in this section.

Part E contains questions on the respondents to measure the empathy factor were the respondents were tested about perception customers about the personal service provided. Part E is categorized into 5 sub sections that are section E1, E2, E3, E4 and E5. The questions will require the respondents are given statements to obtain agreements level of respondents on the extent to which true statements are for them. The respondents are required to answer based on a 5-point scale with 1=strongly disagree, 2=disagree, 3=moderate, 4= agree and 5= strongly agree. The respondent need to rate the statement in this section.

Finally, Part F contained questions on the customer satisfaction towards service quality at Bachok Land and District Office. Part F is categorized into 5 sub sections that are section F1, F2, F3, F4 and F5. The questions will require the respondents are given statements to obtain agreements level of respondents on the extent to which true statements are for them. The respondents are required to answer based on a 5-point scale with 1=strongly disagree, 2=disagree, 3=moderate, 4= agree and 5= strongly agree. The respondent need to rate the statement in this section.

3.8.2 Validity of instruments

Validity is refer how accurate and precise respondents answer questionnaire. Researcher develop and test their questionnaire with select group of small medium enterprise in Kelantan to test their retirement planning is it the content is suits with the purpose of the study. In Kelantan, questionnaire of Malay version is most suits because they mostly communicate with Malay language. Besides that, clear instruction should be state in the questionnaire to ensure that respondents answer accurately without any confusing.

The validity of this study instruments was performed using the Context Calidity Index (CVI) on five point scale of 1=strongly disagree, 2=disagree, 3=moderate, 4= agree and 5= strongly agree.

3.8.3 Reliability of the instrument

The researcher use Cronbachs coefficient Alpha test to ensure accuracy of reliability of the instrument.

3.9 Pilot Test Analysis

Pilot study can be defined as a test of the design about the research study. All of the data that has been gather from respondents answer should be tested (Christina, 2011). This pilot study was carried out by using a small number of the respondents to test questionnaire that develop by researcher. All respondents that to be tested must be

choose similar to these actual respondents but they are not the respondents in the study. There should be minimum 30 respondents to carry out this test on questionnaire. Every comment and response from this survey is very important. Thus, from this respondents comment researcher will make improvement on their questionnaire to ensure that this surveys is easier, clear and better understanding regarding on the subject to study.

According to Bhatnager et al. (2014) Cronbach Alpha coefficient that closer to show higher reliability of the questionnaire. In contrast, if reliability is less than 0.6 is consider as poor. On other hand, reliability is show below 0.5 questionnaire that been design is consider as unacceptable. The researcher distributes 30 surveys to respondents to test the validity and reliability of questionnaire for this study.

Table 3.1: Reliability Statistics

No	Item	Result	No. of Items
1.	Cronbach's Alpha	.850	30

Based on the table 3.1, the Cronbach's Alpha for the pilot test for all variables is 0.850 and shown a good result.

3.10   Data Analysis

3.10.1 Descriptive Analysis

The descriptive analysis was conducted in generalizing information of all the respondents in terms of gender, age, occupation, education level, and the experience of

the respondents. According to Yogesh (2006), data analysis enables describing and comparing variables which enhances the statistical analysis and data interpretation. All data obtained from the questionnaire collected. Mean, median and mode are used to measure the central tendency.

3.10.2 Reliability Analysis

Accoding to Sekaran (2003), reliability test was used to ensure the measurements are free from bias and to produce a consistent result. Reliability identified the issue of consistency or measures which means that the ability of a measurement item to measure exactly the same thing each time it is used. The coefficient alpha value is range from zero (0) to one (1) . Table 3.2 shows the Cronbach's Alpha Coefficient range and the associated strength for each range.

Table 3.2:Cronbach's Alpha Cooefficient Range Rule of Thumb

Alpha Coefficient Range	Strength of Association
Below 0.60	Poor
0.60 to < 0.69	Moderate
0.70 to < 0.79	Good
0.80 to < 0.89	Very Good
0.90 and above	Excellent

Source: Nunnally (1978)

3.10.3 Pearson Correlation Analysis

Pearson Correlation can be defined as a statistical test to seek the strength of relationship relationship between two numerical data variables. Singh (2007) mentioned that Pearson Correlation is relationship between two variables whether one variable result affect the increase of the other variable (Singh, 2007). The correlation analysis was conducted in order to examine the relationship between the independent variables and dependent variable related in this research. The independent variables for this study are Tangible Factor, Reliability Factor, Responsiveness Factor and Empathy factor.

Table 3.3:Cohen and Cohen's Rile of thumb

Coefficient Size	Strength of the Relationship Between each of the Dimension
0.81 – 0.99	Very High Correlation
0.61 – 0.80	High Correlation
0.41 – 0.60	Moderate Correlation
0.21 – 0.40	Low Correlation
0.01 – 0.20	Very Low Correlation

Source: Cohen

3.10.4 Regression Analysis

According to Malhotra (2010), regression analysis is used to determine the significance and relationship among the variable. Regression is used to evaluate the value of one variable based on the value of the other variable (Singh, 2007). The

regression analysis used in this research was also used to examine the most important factor among four independent variables which are Tangible Factor, Reliability Factor, Responsiveness Factor, and Empathy factor towards the dependent variable which is customer satisfaction.

3.11   Scope and Limitation

The scope of this study is about customer satisfaction among a group of customers who have knowledge about particular problem and at the same time do application of land registration.. Thus, one hundred seventy five (175) customer of Bachok Land and District Office have been chosen a respondents to provide feedbacks on the issues of customer satisfaction. This study was conducted at Bachok Land and District Office area using the questionnaire as a source to obtain the necessary information. However, there are some limitations that need to be faced by researcher in carrying out this case study. The limitations are as follow:

i) Lack of cooperation among respondent

It is a difficult task to get the cooperation of respondents. Some of them are reluctant to spend the time to answer the questionnaire. They find excuse to refuse to answer the questionnaire. In addition, there are also cases where some of the respondents are not serious and do not give honest answer in which this situation has potential to affect the accuracy and validity of the information obtain.

ii) Time constraint

Researcher has to complete a case study on a predetermined time with the right competence and ethics. Hereby, the researchers, will be manage the time wisely in order to ensure that the paper work ready on time in accordance with the period which was granted by the university.

3.12 Chapter Conclusion

Overall this chapter is describe methodology for this research. For the next chapter researcher will analyzed the data using Statistical Package for Social Science (SPSS) software and discuss on the result of analysis from the data obtained from respondent.

CHAPTER 4

RESULT

4.1   Introduction

This chapter explains the data analysis followed by discussion and the result of the research. Before proceeding to the analysis of data, the data cleaning was carried out and there were no missing data. After the data cleaning process, the reliability test was conducted in order to test the reliability of the measurement items. The reliability test was conducted in order to test the reliability of the measurement items. After the data was deemed as reliable based on the overall reliability coefficient alpha which indicates a very good reliability with 0.792. The next analysis was a Descriptive analysis which describes the samples based on their demographic profiles. Thereafter, the Mean score analysis was conducted in order to determine the Mean score for each observed variables. Then, the analysis process proceeded which is to examine the correlation coefficient of each independent variable to the dependent variable in order to investigate the relationship between Tangible Factors, Reliability Factor, Responsiveness Factors and Empathy Factors towards customer at Bachok Land and District Office. The last analysis conducted in this research was the Regression analysis which is to determine and examine which factor is the most important amongst all factors that influence the customer satisfaction at Bachok Land and District Office. Therefore, all the information and results obtained from questionnaire will be elaborated in this topic.

4.2   Data Cleaning

The raw data collected from the respondents were examined, filtered, and cleaned before proceeding to the data analysis stage. There is one screening question that needs to be answered by the respondents. The question is 'The frequency of customers attend or their experience to Land and District Office. Based on the screening question in the questionnaire a respondent must answer the level of their experience whether less than 5 times, 5-10 times, 11-15 times and more than 15 times. There are customer not fulfill the box and it missing the values.

4.3   Descriptive Analysis

Descriptive Analysis was conducted which information of all the respondents in terms of age, gender, education level, working sector and land and district office experience of the respondents. Other analysis is to determine the mean score for each variable.

4.3.1   Demographics Analysis

A total of 175 of respondents responses to researcher questionnaire out of 200 distribution. Demographic analysis result was shown as below.

Table 4.1: Age of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
30 and below	20	11.4	11.4	11.4
31-40	43	24.4	24.6	36.0
41-50	68	38.6	38.9	74.9
50 and above	44	25.0	25.1	100.0
Total	175	99.4	100.0	

The table 4.1 shown age of the respondents. Majority of the respondents is around 41-50 which is show the highest frequency at 38.6% with 68 respondents and follow by age range 50 and above at 25.0% with 44 respondents. The lowest frequency at 11.4% with 20 respondents and follow by age range 30 and below years old.

Table 4.2: Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	89	50.6	50.9	50.9
Female	86	48.9	49.1	100.0
Total	175	99.4	100.0	

Table 4.2 show the frequencies for the male are highest at 50.6% with 89 respondents compared to female which is 48.9% with 86 respondents.

Table 4.3: Education Level of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Secondary	49	27.8	28.0	28.0
Diploma	51	29.0	29.1	57.1
Bachelor Degree	66	37.5	37.7	94.9
Master Degree	9	5.1	5.1	100.0
Total	175	99.4	100.0	

The above table 4.3 shows education level of the respondents. The highest scored of education level was bachelor degree at 37.5% with 66 respondents. Next, Diploma at 29.0% with 51 respondents. The last score is master degree at 5.1% with 9 respondents.

Table 4.4: Working Sector of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Public	71	40.3	40.	40.6
Private	50	28.4	28.6	69.1
Self Employed	36	20.5	20.6	89.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Unemplo yed	18	10.2	10.3	100.0
Total	175	99.4	100.0	

The table 4.4 is discussing on respondents working sector. The most highest working sector is in public sector 40.3% with 71 respondents and next private sector at 28.4% with 50 respondents. The last working sector is unemployed 10.2% with 18 respondents.

Table 4.5: Land and District Office Experience of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 5 times	40	22.7	22.9	22.9
5-10	38	21.6	21.7	44.6
11-15	54	30.7	30.9	75.4
More than15 times	43	24.4	24.6	100.0
Total	175	99.4	100.0	

The table 4.5 is discussing on respondents of land and district office experience. The most highest experience is 11-15 times with 54 respondents and next

less than 5 times at 22.7% with 4050 respondents. The last experience is 5-10 times 21.6% with 38 respondents.

4.3.2   Mean Score Analysis

In the Mean score analysis; each variable was conducted to obtain the Mean Store of each variable.

Table 4.6 Mean Score for Tangible factor (N=175)

Mean	
This office has up-to-date equipment and technologies	3.708
The interior decoration in this office is good with clear direction signs	4.034
The website provided makes you find information easily	3.680
The building is making a positive impression on customer	3.948
Comfortable environment, cleanliness & good housekeeping	4.120
Total Mean Score	3.898

Table 4.6 show mean score of tangible factor with total mean scored 3.898 . The highest mean is 4.120. The lowest scored for mean is 3.680.

Table 4.7 Mean Score for Reliability factor (N=175)

Mean	
When this office promises to do something at certain time	3.577
It does so	
When there is the problem, it show a sincere interest in solving it	3.788
This office perform the service right	3.988
This office provides its services at the time it promises to do so	3.669
This office insists on error free records	3.902
Total Mean Score	3.784

Table 4.7 show mean score of reliability factor with total mean scored 3.784. The highest mean is 3.988. The lowest scored for mean is 3.577.

Table 4.8 Mean Score for Responsiveness factor (N=175)

Mean	
Employee in this office informs you exactly when service	3.702
Will be performed	
Employee in this office provide quickly service to customers	3.325
Employee in this office always willing to help customer	3.737
Employee in this office readily respond to customers request	3.794
The behaviour of employee in this office instils confidence in you	3.777
Total Mean Score	3.667

Table 4.8 show mean score of responsiveness factor with total mean scored 3.667. The highest mean is 3.794. The lowest scored for mean is 3.325.

Table 4.9 Mean Score for Empathy factor (N=175)

Mean	
This office give individual attention	3.640
This office has operating hours convenient to all its customers	4.222
This office has employee who give you personal service	3.788
The employee of this office understand your specific needs	3.845
This office have your best interest in heart	3.885
Total Mean Score	3.876

Table 4.9 show mean score of empathy factor with total mean scored 3.876. The highest mean is 4.222. The lowest scored for mean is 3.640.

Table 4.10 Mean Score for Customer Satisfaction factor (N=175)

Mean	
I want satisfied with the responsiveness in this service line	3.697
I am satisfied with the quality of service	3.737
I am satisfied with the service provide	3.708
I am satisfied with the tangible aspect of the service	4.080
I am satisfied with empathy of the service	3.782
Total Mean Score	3.800

Table 4.10 show mean score of customer satisfaction with total mean scored 3.800. The highest mean is 4.080. The lowest scored for mean is 3.697.

4.4   Reliability Analysis

Reliability is provide the same and consistent result and produce the same result even though repeated trials have been made (Neuendorf, 2002). Cronbach (1951) pointed that the accuracy and precision of the measurements. The value of Cronbach's Alpha above 0.7 ($\alpha > 0.7$) demonstrates an acceptable reliability coefficient. Other literature indicates that lower levels are sometimes acceptable (Cronbach,1951). According to Malhotra, 2010), the Cronbach's alpha value varies from 0 to 1. Any value of 0.6 or less normally signifies unsatisfactory results for internal consistency reliability. The table 4.11 below shows the Cronbach's Alpha Coefficient range and its indicator.

Table 4.11 : Rule of Thumb for Cronbach's Alpha Coefficient Value

Alpha Coefficient Range	Strength of Association
Below 0.60	Poor
0.60 to < 0.69	Moderate
0.70 to < 0.79	Good
0.80 to < 0.89	Very Good
0.90 and above	Excellent

Source: (Nunnally, 1978)

Table 4.12   Reliability Statistic

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha		
.792	.793	175

Table 4.12 shows the summary of reliability analysis result whereby all the variables are within the acceptable range of reliability because all the Cronbach's Alpha value for overall variable are 0.792 and indicates a good reliability

4.5   Pearson Correlation Analysis

Pearson correlation analysis is to examine the relationship between the independent variables and dependent variable. The independent variables for this study are Tangible Factors, Reliability Factor, Responsiveness Factors, and Empathy Factors. The dependent variable for this study is customer satisfaction at Bachok Land and District Office. Bivariate Correlation analysis was carried out to find the relationship both of them.

Table 4.13: Cohen and Cohen's Rules of Thumb

Coefficient Size	Strength of the Relationship Between each the Dimension
0.81 – 0.99	Very High Correlation
0.61 – 0.80	High Correlation
0.41 – 0.60	Moderate Correlation
0.21 – 0.40	Low Correlation
0.01 – 0.20	Very Low Correlation

Source: Cohen (1988)

4.5.1   Hypothesis Testing 1

Table 4.15: Pearson Correlation Coefficient for *Tangible Factors* and *Customer Satisfaction at Bachok Land and District Office*

		Customer Satisfaction at Bachok Land and District Office
Tangible Factors	Pearson Correlation	.412*
	Sig. (2-tailed)	.000
	N	175

* Correlation is significant at the 0.05 level (2-tailed)

H1: Tangible factors positively influenced Customer Satisfaction at Bachok Land and District Office

Based on Table 4.15, the show that the Tangible Factors (IV) have a moderate correlation with the Pearson's Coefficient size (r) of 0.412. P-value indicate a significant result with 0.000 which is below than 0.05 (p-value < 0.05 is significant). There are positive relationship between for Tangible Factors and Customer Satisfaction at Bachok Land and District Office.

4.5.2   Hypothesis Testing 2

Table 4.16: Pearson Correlation Coefficient for *Reliability Factors* and
Customer Satisfaction at Bachok Land and District Office

		Customer Satisfaction at Bachok Land and District Office
Reliability Factors	Pearson Correlation	.495*
	Sig. (2-tailed)	.000
	N	175

* Correlation is significant at the 0.05 level (2-tailed)

H2: Reliability factors positively influenced Customer Satisfaction at Bachok Land

and District Office

Based on Table 4.16, the result show that the Reliability Factors (IV) have a moderate correlation with the Pearson's Coefficient size (r) of 0.495. P-value indicate a significant result with 0.000 which is below than 0.05 (p-value < 0.05 is significant). There are positive relationship between for Reliability Factors and Customer Satisfaction at Bachok Land and District Office.

4.5.3   Hypothesis Testing 3

Table 4.17: Pearson Correlation Coefficient for *Responsiveness Factors* and
Customer Satisfaction at Bachok Land and District Office

		Customer Satisfaction at Bachok Land and District Office
Responsiveness Factors	Pearson Correlation	.427*
	Sig. (2-tailed)	.000
	N	175

* Correlation is significant at the 0.05 level (2-tailed)

H3: Responsiveness factors positively influenced Customer Satisfaction at Bachok Land and District Office

Based on Table 4.17, the result show that the Responsiveness Factors (IV) have a moderate correlation with the Pearson's Coefficient size (r) of 0.427. P-value indicate a significant result with 0.000 which is below than 0.05 (p-value < 0.05 is significant). There are positive relationship between for Responsiveness Factors and Customer Satisfaction at Bachok Land and District Office.

4.5.4   Hypothesis Testing 4

Table 4.18: Pearson Correlation Coefficient for *Empathy Factors* and
Customer Satisfaction at Bachok Land and District Office

		Customer Satisfaction at Bachok Land and District Office
Empathy Factors	Pearson Correlation	.521*
	Sig. (2-tailed)	.000
	N	175

* Correlation is significant at the 0.05 level (2-tailed)

H4: Empathy factors positively influenced Customer Satisfaction at Bachok Land and District Office

Based on Table 4.18, the result show that the Empathy Factors (IV) have a moderate correlation with the Pearson's Coefficient size (r) of 0.521. The value is higher than other factors. P-value indicate a significant result with 0.000 which is below

than 0.05 (p-value < 0.05 is significant). There are positive relationship between for Empathy Factors and Customer Satisfaction at Bachok Land and District Office.

4.6   Regression Analysis

In regression analysis, the coefficient of determination, R^2 is an indicator to examine the strength relationship among dependent variable and independent variable.

Table 4.19: R Square (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649^a	.421	.408	.31071

a. Predictors: (Constant), *Tangible Factors, Reliability Factors, Responsiveness Factor, and Empathy Factors.*

Table 4.19 shows that the linear regression test of the model which revealed that r^2 of the research framework indicates 0.421. It show that the variance in the *Customer Satisfaction at Bachok Land and District Office* (dependent variable) has been significantly by the *Tangible Factors, Reliability Factor, Responsiveness Factors and Empathy Factors* (independent variables.

Table 4.20: Standardized Coefficients, Beta Value

	Framework	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.132	.339		.390	.697
	Tangible Factors	.243	.075	.208	3.251	.001
	Reliability Factors	.121	.065	.131	1.864	.044

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Responsiveness Factor	.229	.077	.218	2.988	.003
Empathy Factors	.364	.073	.329	4.984	.000

The standard Coefficients, Beta Value is to examine the most important factor among *(Tangible Factors, Responsiveness Factors, Reliability Factor and Empathy Factors) that influences customer satisfaction at Bachok Land and District Office.* Based on Table 4.20, the result show that Empathy Factors has the highest Beta value in the standardized coefficients with 0.329.Next, Responsiveness Factor with Beta value 0.218, followed by Tangible Factor with 0.208 . The lowest Beta value is Reliability factor with 0.131.

Based on the regression output, the following equation can be formulated:

$$Y = a + bX$$

Customer Satisfaction at Bachok Land and District Office = 0.132 + 0.243 (Tangible Factors) + 0.121 (Reliability Factors) + 0.229 (Responsiveness Factor) + 0.364 (Empathy Factors).

4.7   Chapter Conclusion

Overall, in this chapter is discussing on the result of analysis of the research using descriptive statically analysis, Pearson correlation and multiple liner regression. Thus, the next chapter is discussing about the conclusion and recommendation from the result analysis that has been obtain.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1   Introduction

This chapter discuss the conclusion and recommendation by researchers as based on the results of previously collected. The recommendation given this chapter will answer the research questions and the objectives. The recommendations provided could also be reviewed by the organization to ensure that the organization is alert the issues discussed in this case study. For this case, the Bachok Land and District Office should consider the suggestions to achieve a best performance to make their customers satisfy with their service.

In addition, this chapter also emphasizes the conclusion. This is where researchers conclude the overall case study by considering all aspects and elements which are important in the study. In conclusion, researchers usually show on issues discussed in the case studies. This chapter will help others people to get a clear understanding, new knowledge and idea especially while handling and facing the issues of customer satisfaction.

5.2   Discussion

The discussion describes three objectives and research question of this study. Three objective are; 1) To examine the level of customer satisfaction at Bachok Land and District Office. 2) To identify the relationship among tangible factor, reliability

factor responsiveness factor, and empathy factor among customers at Bachok Land and District Office. 3) To investigate the most important factor that influences customer satisfaction at Bachok Land and District Office. Three research question are; 1) What is the level of customer satisfaction at Bachok Land and District Office?. 2)Is there any relationship between tangible factor, responsiveness factor, reliability factor and empathy factor among customers at Bachok Land and District Office 3)   What is the most important factor that influences customer satisfaction at Bachok Land and District Office?

i) To examine the level of customer satisfaction at Bachok Land and District Office.

To answer the first objective, The Mean score analysis under Descriptive analysis was conducted. Based on the results, the mean score for a dependent variable which is Customer Satisfaction factor is 3.800. Based on the five-point Likert scale; 1 = Strongly Disagree, 2 = Disagree, 3 = Moderate, and 4 = Agree and 5= Strongly Agree, the mean score indicates the sample of customer satisfaction at Bachok Land and District Office. The value of answer is 3.00 and above that means the level of customer satisfaction at Bachok Land and District Office is high and answers the research question of 1) What is the level of customer satisfaction at Bachok Land and District Office.

ii) To identify the relationship among tangible factor, reliability factor, responsiveness factor and empathy factor among customers at Bachok Land and District Office.

Based on the second research question, 2)   Is   there   any   relationship between *tangible factor, reliability factor, responsiveness factor and empathy factor*

among customers at Bachok Land and District Office, the hypotheses have been developed as follows:

H1:Tangible factors positively influenced *customer satisfaction at Bachok Land and District Office*

H2:Reliability factors positively influenced *customer satisfaction at Bachok Land and District Office*

H3:Responsiveness factors positively influenced *customer satisfaction at Bachok Land and District Office*

H4:Empathy factors positively influenced *customer satisfaction at Bachok Land and District Office*

Pearson Correlation analysis was conducted in order to answer the second research question and to meet the second research objective. Based on the correlation analysis the results, the *Empathy factor* has a high correlation with r=0.521 with a p-value of 0.000 (p<0.01) which indicates a significant relationship with the *customer satisfaction at Bachok Land and District Office*. The lower result is *Tangible Factors* has very low (r=0.421, p<0.05). Therefore, it can be summarized that there is a positive relationship between between *tangible factor, responsiveness factor, reliability factor and empathy factor* and customer satisfaction at Bachok Land and District Office. Table 5.2 shows the hypotheses validation for this research.

Table 5.1: Hypotheses Validation

	Hypotheses	**Result**
H$_1$:	Tangible factors positively influence customer satisfaction at Bachok Land and District Office	Accepted
H$_2$:	Reliability factors positively influence customer satisfaction at Bachok Land and District Office	Accepted
H$_3$:	Responsiveness factor positively influence customer satisfaction at Bachok Land and District Office	Accepted
H$_4$:	Empathy factors positively influenced customer satisfaction at Bachok Land and District Office	Accepted

iii) To investigate the most important factor that influences customer satisfaction at Bachok Land and District Office.

For this stage, the Regression analysis was conducted. Firstly, to see the strength of amongst all independent variables with the dependent variables from the interpretation of R^2 value which is 0.421. Secondly, to examine the most important factors amongst four independent variables that influence the customer satisfaction at Bachok Land and District Office is *Empathy Factors* with Standard Coefficient β value of 0.329. The third research question thus met the third objective.

5.3   Recommendation

Based on the above analysis and findings, with the aim of improving customer satisfaction, the researchers would like to offer suggestions related to each of the factors that affects customers satisfaction. When evaluating satisfies of service

quality at selected Land and District Office in Bachok, customer's satisfaction was largely depending on empathy of the entire service quality and land and district office operation.

i) Build a good relationship with customer

The first step should take by firm is to build a good relationship with their customers. Customer who satisfied will easily sit down and talk. As a good listener, open talks with customers encourage good contact with customer and thus give no reason for them to leave.

ii) Improve performance and behaviour had a great impact on customer satisfaction.

In context of improving performance, Improvement of service to ensure any transaction run smoothly, give explanation to the customers will contribute to the impression performance of Bachok Land and District Office. In order to improve the performance, Bachok Land and District Office need to providing training and knowledge to the employees. To improving behaviour, the solution to the training of personal must be implemented. For example, create favourable condition to the staff to improve the knowledge, creating a sense of responsibility for their work and improve processing skills and competencies. The employee should has skills, confidence to solve customer problems, practice patience, cheerful and calm attitude with customer.

iii) Role of personal service

Personal service play an important role in satisfying customer by personalize custom make to fulfil customer needs within their specific occasion. If customer feels

happy and easy to deal with the Bachok Land and District Office, they for sure to visit again and again. Others, continuous and consistent evaluation need to be perform on employees to access their service experiences for enabling company to judge how well the employees performed.

5.4   Conclusion

The study of service quality as a main measure of customer satisfaction. It can be concluded that there are a positive interrelation between service quality and customer satisfaction. As a result, the company can achieve consistent profit and growth and built customer loyalty. It was realized that a strong correlation exist between service quality, customer satisfaction and organization profit growth. But yet, there is still a gap and poor performance of land and district office service in Malaysia. Most failure is in term of customer complaint. In order to driving public service transformation, this study evaluate that public service need to provide a high-performing service to fulfil the national mission and vision and towards becoming a high-income developed nation by 2020.

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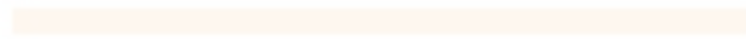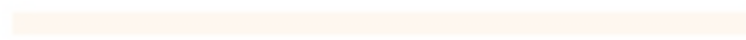
APPENDIX B

Reliability Test Result

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.793	20

Correlations

		Mean Tangible	Mean Reliability	Mean Responsiveness	Mean Empathy	Mean Cust.satisfaction
	Sig. (2-tailed)		.000	.001	.001	.000
	N	175	175	175	175	175
Mean Reliability	Pearson Correlation	.398**	1	.511**	.385**	.495**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	175	175	175	175	175
Mean Responsiveness	Pearson Correlation	.240**	.511**	1	.407**	.427**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	175	175	175	175	175
Mean Empathy	Pearson Correlation	.258**	.385**	.407**	1	.521**

		.001	.000	.000		.000
	Sig. (2-tailed)					
	N	175	175	175	175	175
Mean Cust. Satisfactio n	Pearson Correlat ion	.412**	.495**	.427**	.521**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	175	175	175	175	175

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

Regression Analysis Result

Model	Variables Entered	Variables Removed	Method
1	Mean Empathy Mean Tangible, Mean Responsiveness, Mean Reliability[b]	.	Enter

a. Dependent Variable: Mean Cust. Satisfaction
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649[a]	.421	.408	.31071

a. Predictors: (Constant), Mean Empathy, Mean Tangible, Mean Responsiveness, Mean Reliability

Anova[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.948	4	2.987	30.940	.000[b]
	Residual	16.412	170	.097		
	Total	28.360	174			

a. Dependent Variable: Mean Cust. Satisfaction

b. Predictors: (Constant), Mean Empathy, Mean Tangible, Mean Responsiveness, Mean Reliability

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.132	.339		.390	.697
	Mean Tangible	.243	.075	.208	3.251	.001
	Mean Reliability	.229	.077	.218	2.988	.003
	Mean Responsiveness	.121	.065	.131	1.864	.064
	Mean Empathy	.364	.073	.329	4.984	.000

a. Dependent Variable: Mean Cust.Satisfaction

Demographic Analysis Result

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30 and below	20	11.4	11.4	11.4
	31-40	43	24.4	24.6	36.0
	41-50	68	38.6	38.9	74.9
	50 and above	44	25.0	25.1	100.0
	Total	175	99.4	100.0	
Missing	System	1	.6		
Total		176	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	89	50.6	50.9	50.9
	Female	86	48.9	49.1	100.0
	Total	175	99.4	100.0	
Missing	System	1	.6		
Total		176	100.0		

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	49	27.8	28.0	28.0
	Diploma	51	29.0	29.1	57.1
	Bachelor Degree	66	37.5	37.7	94.9
	Master Degree	9	5.1	5.1	100.0
	Total	175	99.4	100.0	

Working Sector

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public	71	40.3	40.6	40.6
	Private	50	28.4	28.6	69.1
	Self Employed	36	20.5	20.6	89.7
	Unemployed	18	10.2	10.3	100.0
	Total	175	99.4	100.0	

Land and District Office Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 times	40	22.7	22.9	22.9
	5-10	38	21.6	21.7	44.6
	11-15	54	30.7	30.9	75.4
	More than15 times	43	24.4	24.6	100.0
	Total	175	99.4	100.0	

Descriptive Statistic Analysis Result

Tangible Factor

	N	Mean	Std. Deviation
TANG1	175	3.7086	.63489
TANG2	175	4.0343	.61492
TANG3	175	3.6800	.62551
TANG4	175	3.9486	.60902
TANG5	175	4.1200	.63644

Reliability Factor

	N	Mean	Std. Deviation
RELIAB1	175	3.5771	.59068
RELIAB2	175	3.7886	.57324
RELIAB3	175	3.9886	.65204
RELIAB4	175	3.6686	.59101
RELIAB5	175	3.9029	.64926

Responsiveness Factor

	N	Mean	Std. Deviation
RESPON1	175	3.7029	.63675
RESPON2	175	3.3257	.80385
RESPON3	175	3.7371	.62472
RESPON4	175	3.7943	.59978
RESPON5	175	3.7771	.63567

Empathy Factor

	N	Mean	Std. Deviation
EMPT1	175	3.6400	.56893
EMPT2	175	4.2229	.62656
EMPT3	175	3.7886	.57324
EMPT4	175	3.8457	.61042
EMPT5	175	3.8857	.54517

Customer Satisfaction

	N	Mean	Std. Deviation
CUSTSATI1	175	3.6971	.56196
CUSTSATI2	175	3.7371	.59649
CUSTSATI3	175	3.7086	.59759
CUSTSATI4	175	4.0800	.61997
CUSTSATI5	175	3.7829	.51276

APPENDIX A

Questionnaire / Borang Kaji Selidik

Dear respondent,

Thank you for participating in this study. The objective of this study :

1. To examine the level of customer satisfaction at Bachok Land and District Office.
2. *To identify the relationship among tangible factor, reliability factor, responsiveness factor and empathy factor among customers at Bachok Land and District Office.*
3. To investigate the most important factor that influences customer satisfaction at Bachok Land and District Office. `

Please answer all the questions below. Thank you.

Responden yang dihormati,

Terima kasih kerana melibatkan diri dalam kajian ini. Objektif kajian ini:

1. Untuk mengkaji tahap kepuasan pelanggan di Pejabat Tanah dan Jajahan Bachok.

2.Untuk mengenalpasti hubungan antara faktor aspek fizikal, faktor Kebolehkepercayaan, faktor tindakbalas dan factor empati dikalangan pelanggan di Pejabat Tanah dan Jajahan Bachok.

3.Untuk mengetahui faktor terpenting yang mengetahui kepuasan pelanggan di Pejabat Tanah dan Jajahan Bachok.

Sila jawab semua soalan di bawah. Terima kasih.

Your sincerely / Yang benar
Noraliza Binti Mohd Rofi
Final year student / Pelajar tahun akhir
Program MBA, University Malaysia Kelantan

Please indicate (/) in the appropriate information about yourself. Each qPlease indicate (/) in the appropriate information about yourself. Each question should only have ONE answer. All response are strictly confidential.

Sila tandakan (/) pada maklumat tentang diri anda. Setiap soalan hanya perlu ada SATU jawapan. Semua jawapan adalah dirahsiakan.

PART A: DEMOGRAPHIC / *BAHAGIAN A: DEMOGRAFI*

Age (Year)

Umur (Tahun)

☐ 30 and below / *30 dan ke bawah*

☐ 31 – 40

☐ 41 – 50

☐ 50 and above / *50 dan ke atas*

Gender

Jantina

☐ Male / *Lelaki*

☐ Female / *Perempuan*

Education level

Tahap Pendidikan

☐ Secondary / *Sekolah menengah*

☐ Diploma / *Diploma*

☐ Bachelor Degree / *Ijazah Sarjana*

☐ Master Degree / *Sarjana*

☐ PHD / DBA

Working Sector

Sektor Pekerjaan

☐ Public / *Awam*

☐ Private / *Swasta*

☐ Self Employed / *Bekerja Sendiri*

☐ Unemployed / *Tidak Bekerja*

Land and District Office Experience (last 5 yrs☐ Less than 5 times / *kurang daripada 5 kali*

Pengalaman di Pejabat Tanah Dan Jajahan ☐ 5-10

☐ *11-15*

☐ More than 15 times / *lebih daripada 15 kali*

PART B : Question Related to Tangible
BAHAGIAN B: Soalan Berkaitan Aspek Fizikal

Please indicate (/) true these statement are for you.
Sila nyatakan (/) sejauhmana anda setuju dengan kenyataan ini.

1	2	3	4	5
Strongly Disagree *Sangat tidak bersetuju*	**Disagree** *Tidak bersetuju*	**Moderate** *Sederhana*	**Agree** *Setuju*	**Strongly Agree** *Sangat setuju*

Questions	Comments				
	1	2	3	4	5
1. This office has up-to-date equipment and technologies. *Pejabat ini mempunyai kelengkapan dan teknologi yang terkini.*					
2. The interior decoration in this office is good with clear direction signs *Hiasan dalaman pejabat ini bagus disamping tanda arah yang jelas.*					
3. The website provided makes you find information easily. *Laman web yang disediakan memudahkan anda mendapatkan maklumat.*					
4. *The building is making a positive impression on customer.* *Bangunan pejabat membina imej positif terhadap pelanggan.*					
5. *Comfortable environment, cleanliness & good housekeeping.* *Persekitaran yang selesa dengan kebersihan dan kekemasan yang terjaga.*					

PART C : Question Related to Reliability
BAHAGIAN C: Soalan Berkaitan Kebolehkepercayaan

Please indicate (/) true these statement are for you.
Sila nyatakan (/) sejauhmana anda setuju dengan kenyataan ini.

1	2	3	4	5
Strongly Disagree *Sangat tidak*	**Disagree** *Tidak bersetuju*	**Moderate** *Sederhana*	**Agree** *Setuju*	**Strongly Agree** *Sangat setuju*

Questions	Comments				
	1	2	3	4	5
6. When this office promises to do something at certain time, it does so. *Apabila pejabat ini berjanji untuk membuat sesuatu pada satu-satu masa ,ia akan lakukan.*					
7. When there is the problem, it show a sincere interest in solving it. *Apabila terdapat satu masalah, ia menunjukkan kejujuran untuk menyelesaikannya.*					
8. This office perform the service right. *Pejabat ini melaksanakan perkhidmatan yang tepat dan betul.*					
9. This office provides its services at the time it promises to do so *Pejabat ini menyediakan perkhidmatan pada masa yang dijanjikan.*					
10. This office insist on error free records. *Pejabat ini mempunyai rekod yang tepat .*					

PART D : Question Related to Responsiveness
BAHAGIAN D: Soalan Berkaitan Tindakbalas

Please indicate (/) true these statement are for you.
Sila nyatakan (/) sejauhmana anda setuju dengan kenyataan ini.

1	2	3	4	5
Strongly Disagree *Sangat tidak bersetuju*	**Disagree** *Tidak bersetuju*	**Moderate** *Sederhana*	**Agree** *Setuju*	**Strongly Agree** *Sangat setuju*

Questions	Comments				
	1	2	3	4	5
11. Employee in this office informs you exactly when service will be performed. *Pekerja di pejabat ini memaklumkan kepada anda bila perkhidmatan akan dilaksanakan.*					
12. Employee in this office provide quickly service to customers. *Pekerja di pejabat ini menyediakan perkhidmatan yang pantas kepada pelanggan.*					
13. Employee in this office always willing to help customer. *Pekerja di pejabat ini sentiasa sanggup menolong pelanggan.*					
14. Employee in this office readily respond to customer's request. *Pekerja di pejabat ini sentiasa bersedia memberi maklum balas kepada permintaan pelanggan.*					
15. The behaviour of employee in this office instills confidence in you. *Kelakuan pekerja di pejabat ini menyakinkan anda.*					

PART E : Question Related to Empathy
BAHAGIAN E: Soalan Berkaitan Empati

Please indicate (/) true these statement are for you.
Sila nyatakan (/) sejauhmana anda setuju dengan kenyataan ini.

1	2	3	4	5
Strongly Disagree *Sangat tidak bersetuju*	**Disagree** *Tidak bersetuju*	**Moderate** *Sederhana*	**Agree** *Setuju*	**Strongly Agree** *Sangat setuju*

Questions	Comments				
	1	2	3	4	5
16. This office give individual attention. *Pejabat ini memberikan perhatian secara individu.*					
17. This office has operating hours convenient to all its customers. *Pejabat ini mempunyai waktu operasi yang mudah kepada semua pelanggan.*					
18. This office has employee who give you personal attention *Pejabat ini mempunyai pekerja yang boleh memberikan perhatian secara peribadi.*					
19. The employee of this office understand your specific needs. *Pekerja di pejabat ini memahami kemahuan anda.*					
20. This office have your best interests at heart. *Pejabat ini mempunyai daya tarikan di hati anda*					

PART F : Question Related to Customer Satisfaction
BAHAGIAN F: Soalan Berkaitan Kepuasan Pelanggan

Please indicate (/) true these statement are for you.
Sila nyatakan (/) sejauhmana anda setuju dengan kenyataan ini.

1	2	3	4	5
Strongly Disagree *Sangat tidak bersetuju*	**Disagree** *Tidak bersetuju*	**Moderate** *Sederhana*	**Agree** *Setuju*	**Strongly Agree** *Sangat setuju*

Questions	Comments				
	1	2	3	4	5
21. I want satisfied with the responsiveness in this service line. *Saya berpuas hati dengan tindakbalas perkhidmatan dalam talian.*					
22. I am satisfied with the quality of service *Saya berpuas hati dengan kualiti perkhidmatan.*					
23. I am satisfied with the service provide *Saya berpuas hati dengan perkhidmatan yang disediakan.*					
24. I am satisfied with the physical aspect of the service *Saya berpuas hati aspek fizikal perkhidmatan ini.*					
25. I am satisfied with the empathy of the service. *Saya berpuas hati dengan empati perkhidmatan ini.*					