

**KEPUASAN PELANGGAN DAN HUBUNGANNYA DENGAN KUALITI
PERKHIDMATAN: SATU KAJIAN DI ISTANA BUDAYA,
KUALA LUMPUR**

**Projek Sarjana ini diserahkan kepada Fakulti Pengurusan Perniagaan,
Universiti Utara Malaysia sebagai memenuhi syarat keperluan
Ijazah Sarjana Sains (Pengurusan)
Universiti Utara Malaysia**

Oleh

**ALEXANDER ANAK WONG
2004**

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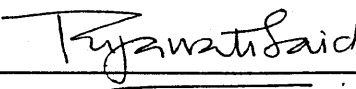
KEPUASAN PELANGGAN DAN HUBUNGANNYA DENGAN KUALITI PERKHIDMATAN :

SATU KAJIAN DI ISTANA BUDAYA, KUALA LUMPUR

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KEBENARAN MENGGUNA

Kertas projek penyelidikan ini dikemukakan sebagai memenuhi sebahagian daripada keperluan pengijazahan Program Sarjana Universiti Utara Malaysia (UUM), Sintok, Kedah. Saya bersetuju membenarkan pihak Perpustakaan UUM mempamerkannya sebagai bahan rujukan umum. Saya juga bersetuju bahawa sebarang salinan sama ada secara keseluruhan atau sebahagian daripada kertas projek ini untuk tujuan akademik adalah dibolehkan dengan kebenaran penyelia projek penyelidikan ini atau Dekan Fakulti Pengurusan Perniagaan. Sebarang bentuk salinan dan catatan bagi tujuan komersial adalah dilarang sama sekali tanpa kebenaran bertulis daripada penyelidik. Pernyataan rujukan kepada penulis dan UUM perlulah dinyatakan jika sebarang bentuk rujukan dibuat ke atas kertas projek ini.

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ABSTRAK

Kajian ini dijalankan bagi mengkaji kepuasan pelanggan di Istana Budaya. Tumpuan kajian adalah kepada perbezaan kepuasan pelanggan berdasarkan faktor demografi. Penemuan terhadap kajian tersebut adalah penting bagi mengenalpasti golongan yang dapat dijadikan kumpulan sasaran bagi program pembangunan audiens panggung berkenaan. Seterusnya, kajian juga berusaha mengkaji hubungan antara kepuasan pelanggan dan kualiti perkhidmatan dalam seni persembahan serta mengenalpasti faktor-faktor yang mempengaruhi kepuasan audiens. Bagi maksud tersebut, SERVQUAL yang diubahsuai telah dijadikan instrumen kajian. Walaupun instrumen tersebut direkabentuk untuk mengukur kualiti perkhidmatan namun ia juga boleh diguna untuk mengkaji kepuasan pelanggan. Kewajaran tersebut berdasarkan hubungan antara dua konstruk tersebut. Kepuasan pelanggan didefinisikan sebagai penilaian sementara terhadap sesuatu perkhidmatan yang dibuat berdasarkan satu titik pertemuan yang khusus dengan perkhidmatan tersebut. Manakala kualiti perkhidmatan pula merupakan penilaian dalam jangka masa panjang berdasarkan himpunan pengalaman hasil daripada beberapa pertemuan individu dengan perkhidmatan tersebut. Oleh itu, satu kajian menggunakan SERVQUAL dapat dianggap sebagai kajian kepuasan pelanggan. Hasil kajian telah berupaya mengenalpasti kumpulan utama audiens, iaitu mahasiswi Melayu. Seterusnya, kajian mendapati terdapat perbezaan kepuasan pelanggan berdasarkan faktor demografi. Namun, perkara tersebut tidak signifikan bagi faktor jantina dan pendapatan. Kajian juga mendapati tahap kepuasan pelanggan terhadap perkhidmatan Istana Budaya serta petugasnya adalah tinggi, iaitu penyambut tetamu dan pelayan kaunter pertanyaan dan tiket. Kajian turut dapat menunjukkan kewujudan hubungan antara kepuasan pelanggan dengan kualiti perkhidmatan, iaitu kualiti perkhidmatan menerangkan kira-kira 21% varian dalam kepuasan pelanggan. Akhir sekali, kajian juga berupaya mengenalpasti faktor kualiti perkhidmatan yang mempengaruhi kepuasan pelanggan, iaitu faktor empati dan kebendaan. Berdasarkan penemuan-penemuan tersebut kajian ini diharap dapat menyumbang kepada pembangunan audiens di Istana Budaya serta bidang seni persembahan di Malaysia amnya.

ABSTRACT

The study was carried out to investigate the customer satisfaction at Istana Budaya. The main focus of the study was to study the differences in satisfaction among the audience based on their demographic backgrounds. The outcomes of the study are essentials in order to identify the target groups for theatre's audience development programs. Next, the study investigated the relationship between customer satisfaction and service quality, and subsequently identified the possible factors that contribute to audience satisfaction in the performing arts. An instrument called the SERVQUAL was chosen to facilitate the study. Initially, SERVQUAL was designed to measure the service quality of an organization. However, recent studies show that the instrument can be used for satisfaction study. The application is based on the relationship between these highly related constructs. A particular relationship stated that customer satisfaction is temporal measurement pertaining to a service that is made at a transaction-specific basis whereas service quality is defined as a long-term measurement based on multiple transactions with the service. Hence, a single study using the SERVQUAL can be regarded as a satisfaction study. The result of the study showed that the audience was mostly made up of young Malay post-graduate female students. The study also found that there were differences in satisfaction among the audience based on demographic factors with the exceptions for gender and salary. It was also revealed that the audience had a high satisfaction toward the service of the theatre and its personnel, namely the ushers and ticketing and reception staffs. The study was also able to show the relationship between the two constructs where service quality explained about 21% of the variation in customer satisfaction. Lastly, empathy and tangible were found to be important factors in influencing customer satisfaction. Based on the study it is hopeful that these findings can contribute significantly towards the development of audience at Istana Budaya and also to the performing arts sector in Malaysia.

PENGHARGAAN

Setinggi-tinggi penghargaan diucapkan kepada Pn. Nor Pujawati Md. Said, selaku penyelia projek penyelidikan ini, yang telah memberi bimbingan serta nasihat bagi menyiapkan projek ini. Penghargaan dan terima kasih juga diucapkan kepada Profesor Madya Dr. Abdul Jumaat Mahajar, Dekan Fakulti Pengurusan Perniagaan, UUM serta para pensyarah UUM yang telah menyumbang ilmu yang bermakna sepanjang program pengajian sarjana tersebut. Penghargaan juga diberi kepada Encik Ooi Seong Kang, selaku pegawai urus setia di INTAN dan juga kakitangan institut tersebut kerana turut sama membantu saya menyediakan projek ini.

Seterusnya, rakaman setinggi-tinggi penghargaan dan terima kasih kepada pegawai dan kakitangan Istana Budaya yang telah banyak membantu serta membolehkan projek ini berjalan dengan lancar, khususnya kepada Pn. Zubaidah Mukhtar, Pengarah Pemasaran dan Perhubungan Awam serta Pn. Dayang Kartini Awang Bujang, Penolong Pengarah Pemasaran dan Box Office.

Akhir sekali, ucapan terima kasih kepada semua pihak yang telah memberi bantuan dan dorongan kepada saya untuk menyiapkan kertas projek ini, khususnya Jacqueline, Jarrod dan Jude.

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BAB 1

PENDAHULUAN

1.1 Latar Belakang Pembangunan Seni Persembahan di Malaysia

Pembangunan seni di Malaysia boleh dilihat melalui hubungannya dengan pembinaan negara bangsa (*nation building*) bagi mencapai status negara maju pada tahun 2020. Pembinaan negara bangsa bermatlamatkan pembangunan secara menyeluruh supaya kemakmuran dan keharmonian masyarakat dapat dipelihara secara berterusan sebagaimana digariskan melalui Wawasan 2020 (Ahmad Sarji Abdul Hamid, 1993). Fasa pertama pengrealisasian wawasan tersebut bermula dengan Rangka Rancangan Jangka Panjang Kedua (RRJP2) yang dilaksanakan melalui Dasar Pembangunan Negara atau DPN (1991-2000). DPN memberi tumpuan kepada pembangunan seimbang yang menekankan pembasmian kemiskinan, pembangunan masyarakat perniagaan dan perusahaan bumiputera, penyusunan semula sektor awam dan peningkatan sumber manusia (Jabatan Perdana Menteri [JPM], 1991).

Rangka Rancangan Jangka Panjang Ketiga (RRJP3) pula dijadikan garis panduan bagi pelaksanaan fasa kedua dan dilaksanakan melalui Dasar Wawasan Negara atau DWN (2001-2010). Berbeza dengan DPN, DWN memberi tumpuan kepada pembinaan bangsa yang berdaya tahan dan berdaya saing (Jabatan Perkhidmatan

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