

**THE INFULENCE OF SERVCE QUALITY FACTORS
ON CUSTOMER SATISFACTION AND DRINKING
WATER QUALITY IN SYARIKAT BEKALAN AIR
SELANGOR (SYABAS)**

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Othman Yeop Abdullah Graduate School of Business,
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ABSTRACT

This research study develops a framework measuring the level of customer satisfaction through SERQUAL and drinking water quality at Syarikat Bekalan Air Selangor (SYABAS). The level of customer satisfaction is important for water conservation that complements existing supply and demand water management regimes. This study sets out to investigate the relationships among service quality, customer satisfaction, and corporate image to this Water industry. The study on customer satisfaction approach aims to achieve sustainability by changing how individuals think about water services and how water is provided to customers. The framework of indicators consists of qualitative descriptions of elements that should be present in SYABAS to successfully measure the level of satisfaction. These indicators fit into five themes level of customer satisfaction, customer experience, relationship among staff and customer, quality of works and the level of accountable. These indicators are also applied to evaluate the level of satisfaction of a case study (Kuala Lumpur, Petaling, Gombak and Hulu Langat) for its potential to measure the level of satisfaction towards water industry. The case study is compatible and equipped to measure and identify what does the customers feels and experienced through the quality of works provided by Syarikat Bekalan Air Selangor Sdn Bhd.

Keywords: SERQUAL, Customer Satisfaction, Drinking Water Quality SYABAS Kuala Lumpur, Petaling, Gombak and Hulu Langat and customers.

ABSTRAK

Kajian penyelidikan membangunkan rangka kerja mengukur tahap kepuasan pelanggan melalui SERQUAL dan kualiti air minum di SYARIKAT Bekalan Air Selangor (SYABAS). Tahap kepuasan pelanggan adalah penting untuk pemuliharaan air yang melengkapkan bekalan yang sedia ada dan rejim pengurusan air permintaan. Kajian ini menetapkan untuk menyiasat hubungan antara kualiti perkhidmatan, kepuasan pelanggan, dan imej korporat kepada industri air ini. Kajian mengenai pendekatan kepuasan pelanggan bertujuan untuk mencapai kemampunan dengan menukar bagaimana individu berfikir tentang perkhidmatan air dan bagaimana air yang diberikan kepada pelanggan. Rangka kerja penunjuk terdiri daripadauraian kualitatif elemen-elemen yang perlu hadir dalam SYABAS berjaya mengukur tahap kepuasan. Penunjuk ini dimuatkan ke dalam lima tema tahap kepuasan pelanggan, pengalaman pelanggan, hubungan di kalangan kakitangan dan pelanggan, kualiti kerja dan tahap bertanggungjawab. Petunjuk ini juga digunakan untuk menilai tahap kepuasan bagi kajian kes (Kuala Lumpur, Petaling, Gombak dan Hulu Langat) untuk potensi untuk mengukur tahap kepuasan terhadap industri air. Kajian kes adalah serasi dan dilengkapi bagi mengukur dan mengenalpasti apakah yang pelanggan merasa dan mengalami melalui kualiti kerja-kerja yang disediakan oleh Syarikat Bekalan Air Selangor (SYABAS).

Kunci- kata : SERQUAL, Kepuasan Pelanggan, Kualiti Air Minum SYABAS Kuala Lumpur, Petaling, Gombak dan Hulu Langat dan pelanggan.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

This study is regarding the relationship between service quality and customer satisfaction at SYABAS (Kuala Lumpur, Gombak, Petaling and Hulu langat. The researcher interested to study the “gap” between the customer’s expectations of service and their perceptions of actual service performance at the water works. While there exist a large number of studies on commercial service quality, very few researchers have been preoccupied with the measurement of water service quality. Water services differ from commercial services with respect to some important characteristics. First, water services often enjoy a natural monopoly within a specific region. This implies that the users of such services often have to accept the level of prices and service quality offered. Second, water services involve a principal / contractor problem. While the water authority (principal) that subsidizes a water services may wish a high service quality standard, the company (agent) delivering the services may be less concerned about services quality in order to pursuit other objectives. This involves problems for the principal in monitoring the services quality level offered.

The trend of world markets has changed noticeably from agricultural to service markets (Asian Development Outlook, 2007). All of the service businesses are trying their best to improve their service quality in order to make customers satisfied with their

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