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**SERVICE QUALITY OF DOMESTIC WASTE COLLECTION
SERVICES IN BATU DISTRICT, SELAYANG MUNICIPAL
COUNCIL, SELANGOR: THE SERVQUAL APPROACH**



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**MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
AUGUST 2017**

**SERVICE QUALITY OF DOMESTIC WASTE COLLECTION SERVICES IN
BATU DISTRICT, SELAYANG MUNICIPAL COUNCIL, SELANGOR: THE
SERVQUAL APPROACH**



By
MOHD ZIKRY BIN ZULKIFLE

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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Partial Fulfilment of the Requirement for the Master of Science (Management)**



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SCHOOL OF BUSINESS MANAGEMENT

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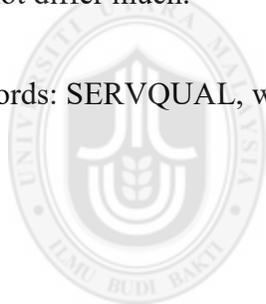
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ABSTRACT

The aim of this study is to examine the differences between expectation of consumers of the domestic waste collection services and the actual perception of consumers after receiving the service from the appointed domestic waste collection services contractors in the study area. The SERVQUAL approach was adopted and adapted in this study. The SERVQUAL components are tangibility, reliability, responsiveness, assurance and empathy. The questionnaire was distributed to 400 residents in the Batu District of Selayang Municipal Council. Only 399 questionnaires were used because one incomplete questionnaire. Batu district was chosen because it is the most populated district in Selayang Municipal Council. The field data was later cleaned before the descriptive and paired T-test statistical analysis was conducted. The results showed that only assurance and empathy do have a difference before and after consumers received the services. As consumers do not get involved with the following process of handling domestic waste as other personal services such as a haircut, the expectation and perception of consumers does not differ much.

Keywords: SERVQUAL, waste, domestic waste

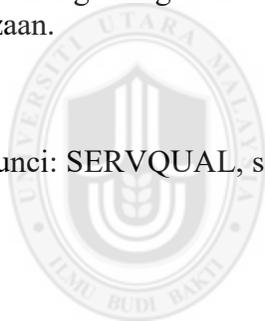


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ABSTRAK

Tujuan kajian ini adalah untuk mengkaji perbezaan di antara harapan pelanggan-pelanggan perkhidmatan pungutan sampah domestik dan persepsi sebenar pelanggan-pelanggan selepas menerima perkhidmatan-perkhidmatan dari kontraktor pungutan sampah dalam kawasan kajian. Pendekatan SERVQUAL digunakan dan diadaptasikan dalam kajian ini. Komponen SERVQUAL adalah keberanian, kebolehpercayaan, responsif, jaminan dan empati. Soalselidik diagihkan kepada 400 penduduk di daerah Batu, Majlis Daerah Selayang. Hanya 399 soalselidik yang digunakan kerana satu soalselidik tidak lengkap. Daerah Batu dipilih kerana ianya adalah daerah yang kepadatan penduduk yang tinggi dalam Majlis Daerah Selayang. Data lapangan dibersihkan sebelum analisis statistik diskriptif dan ujian-T berpasangan dijalankan.. Keputusan menunjukkan hanya jaminan dan empati wujud perbezaan sebelum dan selepas pelanggan menerima servis tersebut. Oleh kerana pelanggan tidak terlibat dalam proses menguruskan sampah domestik pada tahap berikutnya,sebagaimana servis peribadi seperti mengunting rambut, pengharapan dan persepsi pengguna tidak wujud banyak perbezaan.

Katakunci: SERVQUAL, sampah, sampah domestik



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I am highly indebted to my supervisor Pn Nor Pujawati bin Md.Said for her guidance and constant supervision as well as for providing necessary information regarding the project & also for their support in completing the project.

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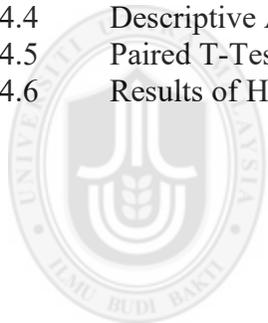
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LIST OF ABBREVIATIONS

SERVQUAL Service Quality



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Customers are the backbone of a business. Without customers the business transaction will not take place. Customers nowadays are more knowledgeable as they could access information from various sources before engaging themselves with a product or service. Thus the issue of service quality come into light.

Service quality is the key ingredient for every customer (Petkova *et al.*, 2000). While customer is the key person who describes the quality (Berry *et al.*, 1993).The issue of service quality is to identify the level of service required by consumers and ways to maintain or improved the existing level. This would then lead to the satisfaction of the consumers. Achieving customer satisfaction is among the main aims of any profit and non-profit organization. Organizations execute various programs to make customer delight with the purpose of retaining them for a longer period.

Service quality is commonly regarded as antecedents of customer loyalty (Saleem & Raja, 2014; Bolton et. al., 2000; Bowen & Chen, 2001; Parasuraman *et al.*, 1996). Service quality is considered an evaluation between service prospect and what actually

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APPENDIX

Questionnaire





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**KAJIAN KEPUASAN PELANGGAN KE ATAS KONTRAKTOR
KUTIPAN SAMPAH DOMESTIK DI DAERAH BATU, MAJLIS
DAERAH SELAYANG, SELANGOR**

***STUDY OF CUSTOMER SATISFACTION ON DOMESTIC WASTE
COLLECTION CONTRACTOR'S SERVICES IN BATU DISTRICT, SELAYANG
MUNICIPAL COUNCIL, SELANGOR***

Assalamualaikum dan Selamat Sejahtera
Kajian ini dijalankan bagi tujuan akademik semata-mata. Kerjasama tuan/puan untuk mengisi soalselidik ini didahului dengan ucapan terima kasih.

*Assalamualaikum and Good Day
This study is conducted purely for academic purposes. Your cooperation in filling-up this
questionnaire is highly appreciated and thank you.*

Mohd Zikry
MSc. (Management)
UUM Kuala Lumpur

BAHAGIAN / SECTION A: LATARBELAKANG / BACKGROUND

Sila tanda X dalam kotak yang bersesuaian/
Please mark X in the appropriate box.

DEMOGRAFIKI / DEMOGRAPHIC

Jantina/ Gender

- lelaki / male
- perempuan / female

Satusperkahwinan / Marital status

- bujang / single
- berkahwin / married
- ibubapatunggal / single parent

Umur/Age

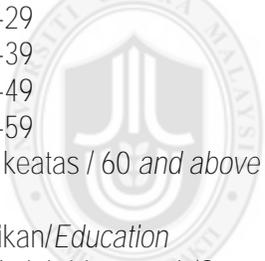
- 17 kebawah / 17 and less
- 18-29
- 30-39
- 40-49
- 50-59
- 60 keatas / 60 and above

Pendidikan/Education

- Sekolah Menengah/Secondary school
- Sijil / Certificate
- Diploma / Diploma
- Sarjanamuda / Bachelor
- Sarjana / Masters
- Kedoktoran / Doctorate

Pendapatan isirumah/ household income

- RM1000 dan kurang / RM1000 and less
- RM1,001 – RM5,000
- RM5,001 – RM10,000
- RM10,001 – RM15,000
- RM15,001 dan keatas / RM15,001 and above



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BAHAGIAN B / SECTION B: HARAPAN / EXPECTATION

Sila baca kenyataan dan BULATKAN angka yang mewakili HARAPAN anda berdasarkan skala berikut:

Please read the statement and CIRCLE the number that best reflects your expectation based on the following scale.

1	2	3	4	5
Tidak memuaskan <i>Not satisfied</i>		sederhana moderate		Sangat Memuaskan <i>most satisfied</i>

TANGIBILITY (E1 – E4)

E1 Kontraktor kutipan sampah domestik sepatutnya mempunyai peralatan terkini.
The domestic waste collection contractor should have up-to-date equipment.

1 2 3 4 5

E2 Kemudahan fizikal kontraktor kutipan sampah domestik sepatutnya selesa dipandang.
The physical facilities of the domestic waste collection contractor should be visually appealing.

1 2 3 4 5

E3 Pekerja kontraktor kutipan sampah domestik perlu berpakaian yang sesuai.
Pakaian pekerja kontraktor kutipan sampah domestik sepatutnya bersesuaian.
The domestic waste collection contractor's workers should dress appropriately for the job.

1 2 3 4 5

E4 Kemudahan fizikal servis kutip sampah domestik sepatutnya sesuai dengan servis yang diberikan.

The appearance of the physical facilities of the domestic waste collection contractor should be appropriate with the service provided.

1 2 3 4 5

RELIABILITY (E5 – E9)

E5 Apabila kontraktor kutipan sampah domestik berjanji untuk melakukan sesuatu, mereka sepatutnya melakukannya.

When the domestic waste collection contractor promises to collect domestic waste by a certain time, they should do it.

1 2 3 4 5

- E6 Apabila pelanggan menghadapi masalah, kontraktor kutipan sampah domestic sepatutnya bersimpati dan meyakinkan.
When customers have problems, the domestic waste collection contractors should be sympathetic and reassuring.
- 1 2 3 4 5**
- E7 Kontraktor kutipan sampah domestic sepatutnya boleh dipercayai.
The domestic waste collection contractor should be dependable.
- 1 2 3 4 5**
- E8 Kontraktor kutipan sampah domestic sepatutnya menyediakan servis pada waktu dijanjikan.
The domestic waste collection contractor should provide the service at the time they promise to do so.
- 1 2 3 4 5**
- E9 Jadual kutipan sampah kontraktor kutipan sampah domestic sepatutnya tepat.
The domestic waste collection contractor should keep their waste collection schedule accurately.
- 1 2 3 4 5**
- RESPONSIVENESS (E10 – E13)
- E10 Kontraktor kutipan sampah domestic tidak perlu memaklumkan kepada pelanggan bila kutipan sampah domestik akan dilakukan.
The domestic waste collection contractor shouldn't be expected to tell customers exactly when the service will be performed.
- 1 2 3 4 5**
- E11 Adalah tidak realistic untuk pelanggan mengharapkan servis segera dari pekerja kontraktor kutipan sampah domestik.
It is not realistic for customers to expect prompt service from the workers of the domestic waste collection contractor.
- 1 2 3 4 5**
- E12 Pekerja contractor kutipan sampah domestic tidak perlu sentiasa bersedia membantu pelanggan.
The employees of domestic waste collection contractor don't always have to be willing to help customers.
- 1 2 3 4 5**
- E13 Tidak menjadi masalah sekiranya pekerja kontraktor tidak menghiraukan permintaan pelanggan dengan segera kerana terlalu sibuk.
It is okay if the workers of the domestic waste collection contractor are too busy to respond to customer requests promptly.
- 1 2 3 4 5**

ASSURANCE (E14 – E17)

- E14 Pekerja kontraktor kutipan sampah domestik sepatutnya boleh dipercayai oleh pelanggan.
Customers should be able to trust employees of the domestic waste collection contractor.
- 1 2 3 4 5**
- E15 Pelanggan sepatutnya rasa selamat bila berurusan dengan pekerja kontraktor kutipan sampah domestik.
Customers should be able to feel safe in their transactions with the domestic waste collection contractor's workers.
- 1 2 3 4 5**
- E16 Pekerja kontraktor harus ramah dan berbudi Bahasa.
The contractor's employees should be polite.
- 1 2 3 4 5**
- E17 Pekerja kontraktor perlu mendapat sokongan dari syarikat bila membuat kerja dengan baik.
The contractor's employees should get adequate support from their company to do their jobs well.

1 2 3 4 5

EMPATHY (E18 - E22)

- E18 Kontraktor tidak perlu memberi perhatian khusus kepada pelanggan.
The contractor should not be expected to give customers individual attention.
- 1 2 3 4 5**
- E19 Pekerja kontraktor kutipan sampah domestik tidak perlu untuk memberi pelanggan perhatian khusus.
Employees of the domestic waste collection contractor cannot be expected to give customers personal attention.
- 1 2 3 4 5**
- E20 Adalah tidak realistik untuk mengharap pekerja tahu apa yang diperlukan oleh pelanggan.
It is unrealistic to expect the workers to know what the needs of their customers are.
- 1 2 3 4 5**
- E21 Adalah tidak realistik untuk mengharap kontraktor kutipan sampah domestik mengutamakan kepentingan pelanggan.
It is unrealistic to expect the domestic waste collection contractor to have their customers' best interest at heart.
- 1 2 3 4 5**
- E22 Pelanggan tidak boleh mengharap kontraktor beroperasi mengikut kesesuaian masa semua pelanggan.
The domestic waste collection contractor shouldn't be expected to have operating hours convenient to all their customers.
- 1 2 3 4 5**

BAHAGIAN / SECTION C: PERSEPSI / PERCEPTION

Sila baca kenyataan dan BULATKAN angka yang mewakili persepsi anda berdasarkan skala berikut:

Please read the statement and CIRCLE the number that best reflects your perception based on the following scale.

1	2	3	4	5
Tidak memuaskan <i>Not satisfied</i>		sederhana <i>moderate</i>		Sangat Memuaskan <i>most satisfied</i>

TANGIBILITY (P1 - P4)

P1 Servis kutipan sampah domestic mempunyai peralatan terkini.

The domestic waste collection contractor has up-to-date equipment.

1 2 3 4 5

P2 Kemudahan fizikal(jentera dan mesin) kontraktor kutipan sampah domestic sepatutnya selesa dipandang.

The domestic waste collection contractor physical facilities are visually appealing.

1 2 3 4 5

P3 Pekerja kontraktor kutipan sampah domestic berpakaian sesuai)

The domestic waste collection contractor's workers are well dress appropriately for the job.

1 2 3 4 5

P4 Kemudahan fizikal(jentera dan mesin) kontraktor kutipan sampah domestic adalah sesuai dengan servis yang diberikan.

The appearance of the domestic waste collection contractor's service physical facilities is appropriate with the service provided.

1 2 3 4 5

RELIABILITY (P5 – P9)

P5 Kontraktor ktipan sampah domestic melaksanakan janji dan jadual yang telah di tetapkan.

When the domestic waste collection service contractor promises to collect domestic waste by a certain time, they should do it.

1 2 3 4 5

P6 kontraktor kutipan sampah domestic memberikan simpati dan meyakinkan, apabila pelanggan menghadapi masalah,
When customers have problems, the domestic waste collection contractor is sympathetic and reassuring.

1 2 3 4 5

P7 *Kontraktor kutipan sampah domestic boleh dipercayai*
The domestic waste collection contractor is dependable.

1 2 3 4 5

P8 Kontraktor kutipan sampah domestic menyediakan servis pada waktu dijanjikan.
The domestic waste collection contractor provides the service at the time they promise to do so.

1 2 3 4 5

P9 Jadual kutipan sampah kontraktor kutipan sampah domestic adalah tepat.
The domestic waste collection contractor should keep their waste collection schedule accurately.

1 2 3 4 5

RESPONSIVENESS (P10 - P13)

P10 Kontraktor kutipan sampah domestic tidak memaklumkan kepada pelanggan bila kutipan sampah domestic akan dilakukan.

The domestic waste collection contractor shouldn't be expected to tell customers exactly when the domestic waste collection will be performed.

1 2 3 4 5

P11 Anda tidak menerima servis segera dari pekerja kontraktor kutipan sampah domestic.
You do not receive prompt service from the workers of the domestic waste collection contractor.

1 2 3 4 5

P12 Pekerja contractor kutipan sampah domestic tidak sentiasa bersedia membantu pelanggan.
The workers of domestic waste collection contractor are not always willing to help customers.

1 2 3 4 5

P13 Pekerja kontraktor kutipan sampah rumah terlalu sibuk untuk melayani permintaan pelanggan dengan segera.
Workers of the domestic waste collection contractor are too busy to respond to customer requests promptly.

1 2 3 4 5

ASSURANCE (P14-P17)

P14 Anda boleh mempercayai pekerja kontraktor kutipan sampah domestik.
You can trust the workers of the domestic waste collection contractor.

1 2 3 4 5

P15 Ada merasa selamat bila berurusan dengan pekerja kontraktor kutipan sampah domestik.
You feel safe in your transactions with the domestic waste collection contractor's workers.

1 2 3 4 5

P16 Pekerja kontraktor adalah ramah.
The contractor's workers are polite.

1 2 3 4 5

P17 Pekerja mendapat sokongan dari kontraktor bila membuat kerja dengan baik.
Workers get adequate support from the contractor to do their jobs well.

1 2 3 4 5

EMPATHY (P18-P22)

P18 Kontraktor tidak memberikan anda perhatian khusus.
The contractor does not give customers individual attention.

1 2 3 4 5

P19 Pekerja kontraktor kutipan sampah domestik tidak memberi pelanggan perhatian khusus.
Employees of the domestic waste collection contractor do not give customers personal attention.

1 2 3 4 5

P20 Pekerja kontraktor tidak tahu keperluan pelanggan.
The contractor's workers do not know what you needs are.

1 2 3 4 5

P21 Kontraktor kutipan sampah domestik tidak mengutamakan kepentingan pelanggan.
The domestic waste collection contractor does not have your best interest at heart.

1 2 3 4 5

P22 Kontraktor tidak mempunyai masa beroperasi yang sesuai dengan semua pelanggan. The contractor does not have operating hours convenient to all their customers.

1 2 3 4 5

Terima kasih atas kerjasama anda
Thank you for your cooperation