

Customer Satisfaction on Service Quality Toward Tsp Course Among Lecturers and Students in Politeknik Ungku Omar

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Abstract

Unit Latihan dan Pendidikan Lanjutan (ULPL) was a unit that was responsible for managing the Time Sector Privatization (TSP) program of external courses for private agencies, industry, government agencies and public. The issue that the researcher focused in this paper was the number of participants that registered for TSP courses were decreasing by year. The paper aims to explore the role of SERVQUAL in customer satisfaction among lecturers, staffs and students of UOP towards TSP courses. Convenient sampling technique was used as it helped to simplify the study based on the data received from ULPL from year 2015 until 2018 with 264 samples. Using descriptive analysis to answer the first objective regarding of the profile of the respondents. Correlation analysis to identify the relationship between the SERVQUAL dimension and customer satisfaction towards TSP courses in UOP. The results showed that customer satisfaction (dependent variable) have significance relationship with all the independent variables which are assurance, reliability, tangibility, responsiveness and empathy

Keywords: Customer satisfaction, service quality

1.0 Introduction

Customer satisfaction is the key influences in determining the service quality. According to previous literature there are relationship between customer satisfaction and the service quality dimension that are reliability, assurance, tangibility, empathy and responsiveness (Naushin Zabin Antara, 2015; Muhammad Ali and Syed Ali Raza ,2015; Q. Nguyen,T.M. Nisar, D. Knox and G.P. Prabhakar ,2018; M.M.Khan and M.Fasih, 2014; Izogo E. and Ogba I.,2015; Stefano, N.M ,Casarotta Filho, N., Barichello, R., Sohn, A.P, 2015). In order to achieve a high level of customer satisfaction, the service provider should serve a high standard of service quality since customer satisfaction are the basis of it (R.A. Kahnali and A. Esmaeili, 2015). The slogan “customer is always right” highlighted the importance of customer satisfaction towards the service quality that were provided. This implies that once the customer is satisfied with the service quality that are provided, the customers will be loyal to the services. Customers’ satisfaction will boost the customer loyalty more through excellent service quality improvement actions. In addition, customer satisfaction affect positively and directly to an organization’s profit (Minh, Thu Ha, Chi Anh, and Matsui, 2015; Singh, H, 2001) they will also lead to repeat purchase, brand loyalty (Belás & Gabčová, 2016) and help to spread free promotion by word of mouth. (Maclnnis, 2001)

The instrument that is most often used for measuring perceived quality of service in the marketing literature is from SERVQUAL (Parasuraman, A., Zeithaml, V. A., & Berry, L. L, 1985). It consists of five service dimensions which are tangibles, reliability, responsiveness, assurance and empathy.(Parasuraman, Zeithaml, & Berry, 1988). According to (Minh, Thu Ha, Chi Anh, and Matsui (2015), tangibles are refer to physical facilities and visual materials for customers; responsiveness refer to willingness to serve

customers, availability to respond to customers' requests and flexibility to meet customers' demands; reliability contains attributes relating to performing services on time and accurately, solving problem sincerely and keeping records confidentially; assurance which regards to customers' feeling safe and secure, staff's knowledge of surrounding areas, staff's occupational skills and staff's courteous attitude and lastly empathy refers to providing customers individual attention, understanding customer specific needs, having positive attitude when receive feedback from customers Lastly.

Ungku Omar Polytechnic (UOP) is an educational institution situated in Jalan Raja Musa Mahadi, Ipoh, Perak. *Unit Latihan dan Pendidikan Lanjutan* (ULPL) is a unit that are responsible for identifying, planning, implementing and evaluating the recruitment and management of training of academic staff and support effectively. In addition, ULPL also manages the Time Sector Privatization (TSP) program of external courses for private agencies, industry, government agencies and public. ULPL is divided into two parts which are Staff Competency Development Division and Lifelong Learning Division. Time Sector Privatisation which is under Lifelong Learning Division that is being implemented in Ungku Omar Polytechnic consists of Short Term Program and Subscription Program. As these TSP courses usually been held as a one-day course, it may attract people such as lecturers, staffs and students who want to learn something new that might interest them.

The research included the issues and problems regarding service quality of Time Sector Privatisation (TSP) courses and customer satisfaction level of TSP courses in UOP. The study was conducted in order to help the management of UOP regarding the problem of TSP courses. Since year 2015 until 2018 the income that UOP received from TSP programs were decreased. Figure 1.1 shows that only General Studies Department (JPA) has the highest income compare to other department. It is because JPA offer MUET classes to the students in UOP. Figure 1.2 shows the number of participants that enrol to the TSP courses offers in UOP since 2015 to 2018. Incontrary others department face a decreasing in term of sales due to the declining of enrolment.

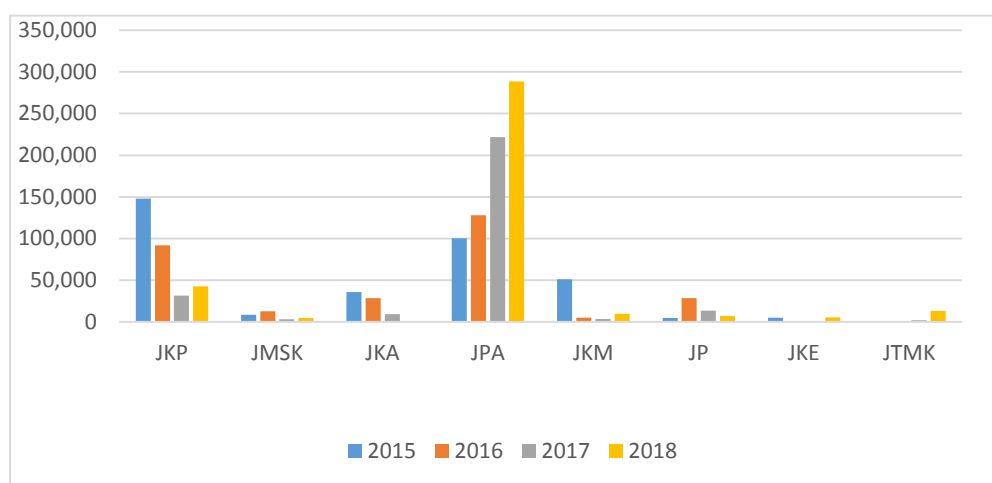


Figure 1.1: Income from TSP programs from 2015 to 2018

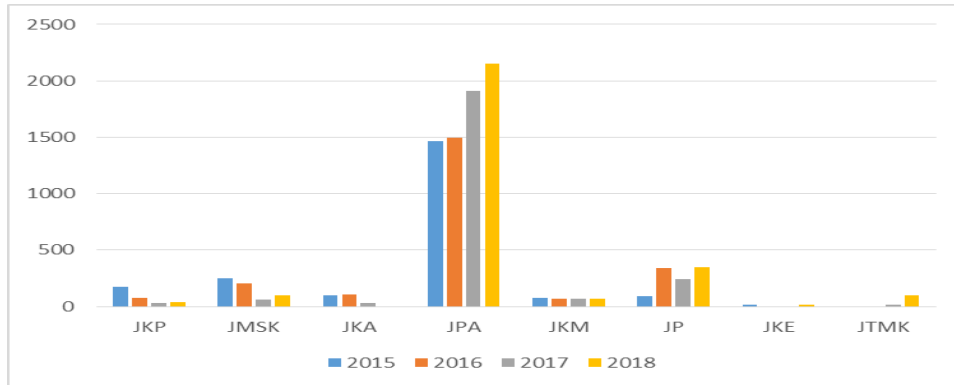
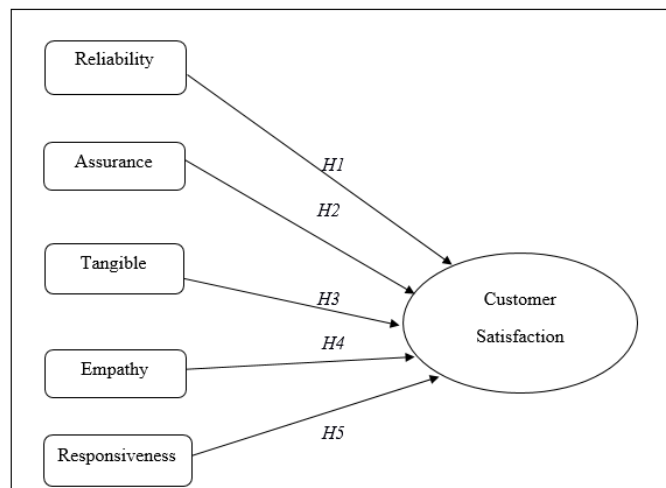


Figure 1.2: Number of participants of TSP courses

Thus, the research was constructed to know how to maintain or increase the customer satisfaction of TSP courses that were provided by UOP and to determine the impact of customer satisfaction in order to maintain or increase the enrolment which will indirectly help UOP to increase their profit. If the customer satisfaction in terms of quality of the services was proven low, in order to increase the participation for TSP courses, UOP must take action and improve the services that was being provided. Having these kind of information was crucial in order to improve the services. Although there were participants that satisfied with the services provided by UOP from the research, UOP can acknowledge that they must maintain or increase the service quality that was being provided. The purpose of the study were (1). To investigate the level of means for SERQUAL dimension and customer satisfaction (2). To identify the relationship between the SERVQUAL dimension and customer satisfaction towards TSP courses in UOP.



Source: Adopted from Q. Nguyen, T.M. Nisar, D. Knox and G.P. Prabhakar (2018)

Figure 1.3: Theoretical framework design

Hypothesis was constructed for the study as below:

- H1: There is a relationship between reliability and customer satisfaction.
- H2: There is a relationship between assurance and customer satisfaction.
- H3: There is a relationship between tangible and customer satisfaction.

H4: There is a relationship between empathy and customer satisfaction.
 H5: There is a relationship between responsiveness and customer satisfaction.

2.0 Methodology

2.1 Sample and questionnaire design

The population of this research comprised of lecturers, staffs and students of UOP. This were done in order to get accurate result of the level of satisfaction using SERVQUAL model on Time Sector Privatisation courses in UOP. According to Krejcie and Morgan (1990), if population (N) is 7000 the sample will be 264 respondents. The questionnaires were distributed to 300 respondents that were includes lecturers, staff and students from every departments. Convenient sampling technique was used as it helped to simplify the research. The instrument design was based on five dimensions of service quality and customer satisfaction (Q. Nguyen, T.M. Nisar, D. Knox and G.P. Prabhakar ,2018; A. Amirul, 2017; Ndikubwimana, P., Berndt, A. 2016; Manish A., Tapan KN, Faizan A, 2016; Naushin Zabin Antara, 2015; Wael Rahhal, 2015). The questionnaire was divided into three parts; Part A contained demographic profile with 6 items such as gender, age, race and department. Part B contained questions about service quality based on five dimensions; there were 5 question for tangibles (5 items), reliability (5 items), responsiveness (5 items), assurance (5 items) and empathy (5 items). Part C was on questions about customer satisfaction that comprises of 5 items. A five-point Likert scale was employed to measure the service quality and customer satisfaction ranging from ‘1-strongly disagree’ to ‘5-strongly agree’.

2.2 Data collection and analysis

Statistical Package Social Science version 23 (SPSS 23) was used in this study by labelling the code data with numbering in each of the questionnaire to avoid from any confusion during key in the data in the system. Based on the research question developed, there are two (2) data analysis founded, which are descriptive analysis and correlation analysis, as shown in Table 2.1 below.

Table 2.1: Types of data analysis in the study

Data analysis	Research Questions
Descriptive analysis	What are the level means for reliability, assurance, tangibility, empathy, responsiveness and customer satisfaction?
Correlation analysis	Is there any relationship between the SERVQUAL dimension and customer satisfaction towards TSP courses in UOP?

3.0 Results and discussions

The result has been collected from the questionnaire will be in form of reliability analysis, demographic analysis, descriptive analysis and correlation analysis

3.1 Reliability analysis

Reliability analysis is about stability and consistency that data gained by Cronbach's Alpha. All the questions that are distribute in this study, to measure and to testing all if they are reliable or not. A construct is considered as reliable when its reliability score is greater than 0.7 (Hair, Black, Babin & Anderson, 2013). The Reliability Analysis of Variable result in Table 3.1 shows Among independent variables, the tangibility has the highest result at 0.850, followed by empathy at 0.828, reliability at 0.827, assurance at 0.821 and responsiveness at 0.809. On the other hand, dependent variable which is the customer satisfaction was on the value of 0.889

Table 3.1: Summary of reliability analysis of variable

VARIABLES		No of Item	CRONBACH ALPHA	STATUS
Tangibility		5	0.850	Very good
Empathy		5	0.828	Very good
Reliability		5	0.827	Very good
Assurance		5	0.821	Very good
Responsiveness		5	0.809	Very good
Customer Satisfaction		5	0.889	Very good

3.2 Demographic analysis

The result of demographic profile indicate that the gender of respondents was differently distributed, representing 51.3% male and 48.7% female. The dominant age group of respondents is between 20-29 years old 51.3%, followed by 30-39 years old 19.7%, 40-49 years old 17.1% and lastly 50-60 years old 12%. A majority of respondents were Malay 75.6%, followed Indian 16.2% and Chinese represented of 8.1%. For department 28.6% were from Commerce Department, followed by Civil Engineering Department 22.2%, Electrical Engineering Department 17.9%, Mechanical Engineering Department 11.5%, Information and Communication Technology Department 10.3%, Marine Department 3.4%, General Studies Department 4.3% and lastly Library 1.7%.

3.3 Descriptive analysis

Descriptive analysis were to describe the basic features of the data in research. The study shows that the mean value and standard deviation for all the variables in this research, which were independent variables: Assurance, Reliability, Empathy, Responsiveness and Tangibility. The dependent variable was Customer Satisfaction. Refer to table 3.2 the means for assurance found to be the highest which is 4.0256, followed by empathy, 3.9821 then reliability, 3.9701 and responsiveness, 3.9453, followed by customer satisfaction, 3.9179 and the lowest is tangibility which is 3.7282. Overall, the

study reported acceptable reliability with coefficient alphas < 0.820 which very good that all the variables were acceptable reliability. (Hair et al., 2013). Based on level used to Interpret means score, it can be explained that the assurance, empathy, reliability, responsiveness, tangibility and customer satisfaction were agreed. (Malhotra, 2010)

Table 3.2: Descriptive statistic

VARIABLES	N	Mean	Standard Deviation	CRONBACH ALPHA
Customer Satisfaction	234	3.9179	0.62982	0.889
Assurance	234	4.0256	0.49132	0.821
Reliability	234	3.9701	0.51680	0.827
Empathy	234	3.9821	0.52034	0.828
Responsiveness	234	3.9453	0.46922	0.809
Tangibility	234	3.7282	0.57589	0.850

3.4 Correlation analysis

The Pearson Correlation results in Table 3.3 shows the correlation of each independent variable (tangibles, reliability, responsiveness, assurance and empathy) is significant at 0.01 levels, two-tailed toward dependent variable (customer satisfaction). According to Malhotra (2010), the result also indicated that there are moderate relationships between all independent variables and customer satisfaction. Based on the result of correlation analysis the value for reliability is 0.597, therefore, there was a moderate relationship between reliability and customer satisfaction. The value for assurance was 0.485, there was a moderate relationship between assurance and customer satisfaction. Next, based on the result of correlation analysis the value for tangible was 0.597, therefore, there was a moderate relationship between tangibility and customer satisfaction. Based on the result of correlation analysis the value for empathy was 0.554, there was a moderate relationship between empathy and customer satisfaction. Lastly, the result showed the value for responsiveness was 0.594, there was a moderate relationship between responsiveness and customer satisfaction.

Table 3.3: The relationship between SERQUAL dimension and customer satisfaction

Attributes	Pearson Correlation	Sig. (2-tailed)	n
Assurance	0.485	0.000	234
Reliability	0.504	0.000	234
Empathy	0.554	0.000	234
Responsiveness	0.594	0.000	234
Tangibility	0.597	0.000	234

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

4.0 Conclusions

From the study, the survey results indicated that all SERQUAL dimension and customer satisfaction have a high value of means score which 3.7282 to 4.0256. Finally, this study reveals that there was a significant relationship between SERQUAL dimension and customer satisfaction. This finding was consistent with the study results of Khana, Ranab, & Harpreet, (2014); Muhammad Ali & Syed Ali Raza (2015); Al-Azzam (2015) that reliability have significant relationship with customer satisfaction. In addition from the study also reveals that assurance have significant relationship with customer satisfaction and it was consistent with Q. Nguyen, T.M. Nisar, D. Knox and G.P. Prabhakar (2018); M.M.Khan and M.Fasih, (2014); A. Mukhtar, H. Iman, H. Ashiq, R. Amjad and H. Nasar, (2014). This study also agreed with Izogo E. and Ogba I. (2015); Hemsley-Brown J. and Alnawas I., (2016); Ali M. and Ali Raza S., (2015) that tangibility, empathy and responsiveness have significant relationship with customer satisfaction (N.M, Casarotta Filho, N., Barichell, R., Sohn, A.P, 2015). Furthermore, service quality can influence the lecturers, staffs and students even potential customer to be loyal and repeatedly to attend any TSP courses in UOP (Ali, Zhou, Hussain, Nair, & Ragavan, 2016)

This study attempts to contribute to existing theories by adding value to existing literature on academic sector. In addition, this study reveals that service is another important attribute preferred by majority of respondents. This study concludes that quality plays an important factor that helps to attain customer satisfaction. Hence, in order to have an organized the academic activities successfully, it is necessary to focus on service quality in order to make organization more successful.

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