MEASURING SERVICE QUALITY: A CASE STUDY ON UNITED MALAYAN BANKING CORPORATION BERHAD

By

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Submitted to the Faculty of Economics & Administration University of Malaya in partial fulfillment of the requirement for the Degree of MASTER OF BUSINESS ADMINISTRATION June 1996
ABSTRACT

The main focus of the study is to apply the SERVQUAL instrument developed by Parasuraman et al. (1988a) to measure service quality in a local organisation in the banking services. The study attempts to measure the unweighted and weighted SERVQUAL scores, to identify the dimensions of service quality and to identify the relative importance of the dimensions in influencing the overall service quality of United Malayan Banking Corporation Berhad (UMBC). Demographic variables were also examined to find out their influence on the SERVQUAL scores.

The study identified four dimensions of service quality, namely reliability, responsiveness, assurance and empathy, instead of the five dimensions identified in the study by Parasuraman et al. (1988a). However, the empathy dimension was found to be inadequately explained by the items extracted. Tangibles, the fifth dimension of service quality according to Parasuraman et al. (1988a), was not extracted as all the items under the tangibles were loaded on to the reliability dimension. Reliability, assurance, responsiveness, were found to be the most important predictors of service quality. Demographic variables such as age, educational level, occupation and income level were found to have significant influence on the SERVQUAL scores. The study found that UMBC's customers were slightly satisfied with the quality of service received.
ACKNOWLEDGEMENTS

This Advanced Research Report would not have been possible without the encouragement by those who showed how much they cared and wanted me to complete the final hurdle. I would like to express my sincere thanks and gratitude to everyone who has given me their support, assistance and understanding to make this dissertation possible, especially the following:

- Professor Sieh Mei Ling, for her relentless patience, tolerance and support.
- Miss Adeleine D'Cruz, for her genuine care and concern, without whom this dissertation would not have been possible.
- All my friends in United Malayan Banking Corporation Berhad who have given me continuous support and encouragement, and helped me with the distribution of questionnaires.
- Miss Low Yoke Kiew, for her time and guidance.
- All my close friends, for their strong support, patience and encouragement.
- My family members, Mona Sulaiman, Shariff Sulaiman and Raja Abdul Rahman, for their support, encouragement and understanding.

This Advanced Research Report is dedicated to my father, Haji Sulaiman Shariff, and mother, Raja Azizah Raja Lope Ahmad.
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