

TABLE OF CONTENTS

Page Number

Acknowledgement	ii
Abstract	iii
Table of contents	v
List of Abbreviations	vii
List of Figures and Table	viii

Chapter 1 – Introduction

1.1	Background of the Royal Service Corps	1
1.2	Organization	3
1.3	Combat Driver	4
1.4	Objective of the Study	5
1.5	Significance of the Study	6
1.6	Organization of the Research	6

Chapter 2 – Literature Review

2.1	Overview on Competency	7
2.2	Concept of Perception	9
2.3	Concept of Service	10
2.4	Concept of Quality	10
2.5	Concept of Customer Satisfaction	14
2.6	Measuring Perception of Service Quality	14

Chapter 3 – Research Methodology

3.1	Introduction	16
3.2	Primary Data	16
3.3	Secondary Data	16
3.4	Absorption of Theories	17
3.5	Theoretical Framework	17
3.6	Research Design	19
3.7	Research Field	20
3.8	Survey Instrument	20
3.9	Research Procedure	23

Chapter 4 – Research Results (Customers' Perception)

4.1	Demographic Profile Analysis	25
4.2	Cross tabulate Analysis	27
4.3	Correlation Analysis	35
4.4	Anova Analysis	37

4.5	Reliability Test	40
4.6	Regression Analysis	42
4.7	Factor Analysis	47
4.8	Conclusion	50

Chapter 5 – Research Result (Driver’s Perception)

5.1	Demographic Profile	51
5.2	Crosstabulate	52
5.3	Correlation Analysis	56
5.4	Anova Test	58
5.5	Reliability Test	61
5.6	Regression Analysis	65
5.7	Factor Analysis	69
5.8	Conclusion	72

Chapter 6 – Conclusions

6.1	Introduction	74
6.2	Discussion	74
6.3	Summary	76
6.4	Recommendations	77

Appendices

- A. Bibliography.**
- B. Customer’s Questionnaires.**
- C. Driver’s Questionnaires.**