

ABSTRACT

The Study on customer satisfaction has become a major concern for businesses. This study chose a very competitive industry to study the impact of service quality on customer satisfaction.

The study found that there is only one service dimension for the copier service, instead of five dimensions identified by previous researchers. The study also found strong correlation between customer satisfaction and likelihood to repurchase, and service quality affects satisfaction more significantly than product quality.

Through the usage of both SERVQUAL and SERVPERF scale, it was found that SERVPERF is more superior than SERVQUAL scale in measuring service quality.

Competitive study on competitive brands' quality reveals that all leading brands could not meet customer expectations, in most of the service characteristics. And that Xerox may be overall leader in the industry in terms of quality.

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Profile of high satisfaction customers were found to be related to higher speed machine and newer machine users. All these have major implications to the marketers in the copier industry.