



UNIVERSITI PUTRA MALAYSIA

***CUSTOMER SATISFACTION RESPONSE TO THE IMPLEMENTATION
OF SERVICE QUALITY IN THE PRINTING INDUSTRY***

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**CUSTOMER SATISFI
OF SERVICE**



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Customer satisfaction response to the implementation of service
quality in the printing industry / Yuo Bee Wan.

**IMPLEMENTATION
STRY**

BY

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ABSTRACT

The business environment of the 2000's has been a shift in firms' emphasis away from transactional exchange toward service quality exchange. Many studies have demonstrated the effect on customer satisfaction and profitability of pursuing what has become known generically as Service Quality Performance.

Service Quality may be very attractive for many markets, while its adoption is inappropriate without prior comprehension of its content. Once sufficient and adequate properties of the content are achieved, the next task facing an industrial marketing manager is to specify relevant attributes of the content that lead to the required set of outcomes. Confusion often arises on which attributes may well represent the operational content of Service Quality in the different type of industry.

This research was to present an idea to this confusion or rather problem by analyzing the concept of Service Quality in the critical areas of the printing industry namely; reception service, ordering/schedule planning, sales service, quality service, delivery process and account system.

Contrary to the expectations raised by other researchers, this research is to examine the relationship, if any, between the implementation of service quality variables and the impact towards customer satisfaction and the customers' company performance. A set of questionnaires were prepared according the research objectives and distributed to a number of valuable customers in different type of industry namely; consumer electronics, food, beverage & pharmaceutical, computer, rubber & petroleum and others industry in the state of Johor, Melaka, Negeri Sembilan, Selangor and Perak. However, only 75 valuable customers responded to the survey. The research aimed to explore and explain the extent of importance of the service quality variables in the 6 areas as perceived by valuable customers.

The contribution of current study is two fold. Firstly, it provides a well-defined content of Service Quality variables in the printing industry and secondly, it provides an initial approach to operationalise the concept of Service Quality in the critical areas into the printing industry.

The information gathered was analyzed using the SPSS/PC software. The Chi-Square test (Pearson Product Moment Correlation Coefficient) was used to see the relationship between the implementation of service quality variables and the company performance of the customer.

Based on the analysis of this research, the researcher found that a significant relationship existed between the implementation of service quality variables and the company performance of the customer.

Thus, the researcher concludes that the purchase intention from valuable customers will show the company performance depends very much on the customer satisfaction as indicated by the services quality performance in the printing industry.

ABSTRAK

Dunia perniagaan pada tahun 2000's telah beralih daripada syarikat yang mementingkan pertukaran urusniaga kepada pertukaran kualiti perkhidmatan. Banyak ujian telah menunjukkan kesan ke atas kepuasan pelanggan dan keuntungan syarikat yang mengamalkan apa yang dinamakan sebagai "Kualiti Perkhidmatan".

Kualiti perkhidmatan mungkin menjadi satu tarikan di kebanyakan pasaran, tetapi peniruannya kurang tepat tanpa pemahaman awal di dalam kandungannya. Bila ciri-ciri isi kandungannya dapat dicapai sepenuhnya, tugas seterusnya yang dihadapi oleh pengurus pemasaran industri adalah menentukan ciri-ciri yang berkaitan dengan isi kandungan yang seterusnya membawa kepada hasil yang diperlukan. Kekeliruan biasa timbul semasa menentukan ciri-ciri yang tepat mewakili kandungan operasi Kualiti perkhidmatan dalam pelbagai jenis industri.

Kajian ini bertujuan untuk memaparkan idea kepada kekeliruan atau persoalan tersebut dengan menganalisa konsep kualiti perkhidmatan dalam bidang penyambut tetamu, pesanan dan perancangan jadual, perkhidmatan jurujual, perkhidmatan kualiti, proses penghantaran dan sistem akaun.

Berlainan dengan harapan yang ditimbulkan oleh pengkaji-pengkaji dalam bidang ini, kajian ini bertujuan untuk mengkaji perkaitan, jika ada, di antara perlaksanaan kualiti perkhidmatan dan implikasinya ke atas kepuasan pelanggan dan prestasi untuk industri pencetak. Satu set soal selidik telah disediakan berasaskan kepada objektif kajian dan telah diedarkan kepada pelanggan-pelanggan yang dihormati di pelbagai jenis industri seperti elektronik pengguna, makanan, minuman dan ubat-ubatan, komputer, getah dan plastik dan lain-lain industri di negeri Johor, Melaka, Negeri Sembilan, Selangor dan Perak. Walaubagaimanapun, hanya 75 pelanggan sahaja yang telah mengembackan soal selidik tersebut. Kertas kerja ini bertujuan untuk menyelidik dan menerangkan tahap pentingnya pembolehkan kualiti perkhidmatan dalam 6 bidang seperti yang tertaggap oleh pelanggan-pelanggan yang dihormati.

Hasil kaji selidik ini mengandungi 2 tahap. Pertama, menyediakan satu isi kandungan yang bermakna pada pembolehkan perkhidmatan kualiti dan kedua, menyediakan satu pendekatan permulaan untuk menjadikan konsep pada kualiti perkhidmatan dalam bidang-bidang tertentu di industri percetakan.

Maklumat yang telah diperolehi telah dianalisa dengan menggunakan perisian SPSS/PC. Ujian Khi-Kuasa Dua (Pearson Product Moment Correlation Coefficient) telah digunakan untuk melihat perkaitan di antara perlaksanaan pembolehkan kualiti perkhidmatan dan prestasi syarikat pelanggan-pelanggan dalam industri tertentu.

Berdasarkan kepada analisis kajian ini, pengkaji mendapati bahawa terdapat satu perkaitan yang signifikans wujud di antara perlaksanaan kualiti perkhidmatan dan prestasi syarikat pelanggan tersebut.

Pengkaji merumuskan bahawa keinginan membeli daripada pelanggan akan membawa kepada penunjukkan prestasi syarikat yang sangat bergantung kepada kepuasan pelanggan yang ditunjukkan oleh kualiti perkhidmatan dalam industri percetakan.

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INTRODUCTION

1.0 Introduction

This chapter will discuss about the changing market condition towards servicing in general. In addition, the problem statement, the objectives, the significance and the scope of the study will also be explained.

1.1 The Changing Market Conditions

With the arrival of the new millennium where expected bumpy ride to continue in the turbulent market, all the changing environmental factors such as technological advances and the deregulation of markets intensifies global competition.

However increased competition encourages organisations to look for competitive advantage over their competitors in products and services. This then leads to re-examination of supply chain, reducing cost and improving quality initiatives. New corporate structures are also being formed, re-engineered or focused on core business 'to create a powerful laser like ability company to dominate a market' (Al Ries, 1996). Some organisations have gone further by turning to partnerships and forming strategic alliances with customers, suppliers and competitors as ways of further enhancing capabilities.

By forming partnerships and strategic alliances, organisations are moving along an evolutionary continuum towards network of what is being mentioned widely by authoritative writers as the most appropriate way to balance competitive demands of market and organisation's flexibility (Achrol, 1991; Webster, 1992).

Although it can't be said that only authoritative writers are forcing organisations to move towards the network structure, it is in fact the requirement of the organisation itself as mentioned by Hammer and Champy (1993: p.7) that *"not a company in the country exist whose management doesn't say, at least for public consumption, that it wants an organisation flexible enough to adjust quickly to changing market conditions, lean enough to beat any competitors price, innovative enough to keep it's products and services technologically fresh, and dedicated enough to deliver maximum quality and customer service"*

As the entire world is being affected by the changes in the environmental factors, traditional marketing management model such as the marketing mix that was introduced in the 1960's by McCarthy is said to be reflecting the realities of the past (Gronroos, 1991; 1994). The marketing mix model puts sole responsibility on the marketing department to handle marketing function which ultimately causes everyone else in the company to lose whatever little interest in the customer that they may have had. It is argued that this model is inappropriate especially for industrial and services marketing where no personalised relationship with the producer or marketer of a product is supposed to exist other than with professional sales representative in some cases (Gronroos, 1994). Gummerson (1994) further added that 4P's of the marketing mix are probably straight forward and operational, but relationships being in the centre of business goes back beyond the human memory, although they have not been given any prominent place in general marketing theory.

1.2 Research Objectives

1.2.1 General Objective

The general objective of this study is to present an overview of Service Quality concept within the perspective of business-to-business market and to investigate the relationship, if any, between the Service Quality attributes and the customer satisfaction in the printing industry.

1.2.2 Specific Objectives

The specific objectives of this study are as follows:

- To examine the relationship between the overall of Service Quality attributes and the organization performance.
- To determine the relationship between the overall of Service Quality attributes and the type of industry where respondents are categorized as.
- To study the relationship between the overall of Service Quality attributes and the inventory control system.
- To present some recommendations to the industrial company on further improvement in customer care programme to achieve total customer satisfaction and long-term profitability.

1.3 Significance of the study

Significance of the research is two-fold:

1. Personal Development/ Academic Implication

- 1) To develop self-discipline in pursuing a research project by sustained independent effort
- 2) To develop the ability to question and challenge established ways for doing things.

2. Management Development/ Policy Makers or Decision Makers

- 1) To develop sensitivity to environmental changes and receptiveness to new information
- 2) To develop skills of knowledge and competence in using results of business research to develop new solution to business problems.

1.4 The Scope of the study

Marketing from the service quality perspective or service marketing has been and continues to be studied at several levels of analysis. Previous studies which have concentrated on providing effective new frameworks to conceptualise the scope, properties and remit of service quality have somewhat generated this study.

This study intends to address the phenomenon, at the market or industry level in the Malaysian context.

The contribution of this study is seemingly important and interesting since it relates to the emerging new approaches in the marketing management triggered by trends such as recognition of the importance of customer retention, customer relationship economics and marketing economics.

The objectives of this study was based on the manufacturing company in the Malaysian printing and packaging industry, which possessed sufficient resources that provided the ground to conduct a robust empirical study and to generate useful findings and meaningful conclusions.

1.5 Organisation of the Research

The research was divided into 6 chapters and to be discussed as below:

Chapter 1: Introduction. To discuss briefly and provide the reader an overall view for better understanding of the thesis.

Chapter 2: Printing Industry In Perspective. A brief overview of the Malaysian printing industry will be explained.

Chapter 3: Literature Review. The emergence of service marketing will be discussed, where it begins with the definition of Service Quality and then provides an overview of the literature relating to Service Quality concepts.

Chapter 4: Research Methodology. The methodology of the research and empirical study is mentioned. Discussion is emphasized on the sources of research data, the data collection method, sampling process, questionnaires designation, data measurement scale and the statistical techniques in analysing the data.

Chapter 5: Research Finding & Data Analysis. The data analysis and finding from the empirical study is discussed and analysed under descriptive and inferential analysis.

Chapter 6: Discussion & Conclusion. The discussions and conclusion of the overall study is presented in the attention of research limitation, recommendation and proposal on future study.



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