

OVERVIEW OF SERVICE QUALITY PROVIDED BY JABATAN AGAMA ISLAM WILAYAH PERSEKUTUAN IN MALAYSIA

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Abstract

The purpose of this research is to identify the relationship between service quality and customer satisfaction. It includes the dimensions of service quality which are tangible, reliability, responsive, assurance and empathy. Then, the problem statement regarding on this study is the limited budget to improve the management by allocating the budget to make the seminar for the employee to improve the performance and knowledge especially for the receptionist and public relation staff. Then, the problem is lack in providing complete facilities for the employees and the relationship with the supplier. The objectives of this study are to study the level of customer satisfaction in Jabatan Agama Islam Wilayah Persekutuan (JAWI), to study the relationship between assurance, responsiveness, tangible, empathy and reliability toward customer satisfaction, to study the most variable influence customer satisfaction in Jabatan Agama Islam Wilayah Persekutuan (JAWI) and to study the alternatives to improve customer satisfaction on Jabatan Agama Islam Wilayah Persekutuan (JAWI). The theoretical framework is adapted from Muslim Amin, Zaidi Isa (2008) which is appropriate for this study. Non probability research design is use and the respondents were chosen by using convenience sampling in conducting this study. The 50 respondents have chosen to distribute the questionnaires to gain the information and feedback. Lastly, the finding obtained is significant which is there is a positive relationship of between the service quality and customer satisfaction at Jabatan Agama Islam Wilayah Persekutuan.

Keywords: Customer Satisfaction, Assurance, Responsiveness, Empathy, Service Quality

INTRODUCTION

Nowadays, quality has become an important issue in most organizations. They have to maintain and enhance the quality of their product or services. The service organization is more competitive because the quality they serve is related between their employee attitude and the organization itself. It means that, employees' good customer service will give them a positive perception of the quality and it also can create satisfaction among the customers. According to Christopher Lovelock and Jochen Wirtz (2011), service can be defined as economic activities between two parties, implying an exchange of value between seller and buyer in the marketplace. Then, the definition of quality is according to Yonggui Wang, Hing-Po Lo (2002), the most comprehensive definition of quality is the one proposed by Garvin(1988) with the following eight attributes which are performance which means a product's primary operating characteristics, features refer to the additional features (or the "bells and whistles") of the product, conformance represents the extent to which a product's design and operating

characteristics meet the established standards, reliability indicates the probability that a product will operate properly over a specified period of time under stated conditions of use, durability means the amount of use the consumer gets from a product before it physically deteriorates or until a replacement is preferable, serviceability refers to the speed, competence and courtesy of repair, aesthetics refers to how a product appeals to the five sense and customer-perceived quality indicates the customer's perception of a product's quality, based on the reputation of the firm.

Thus, to develop JAWI as a successful service organization by referring to Mike Donnelly, Mik Wisniewski, John F. Dalrymple and Adrienne C. Curry (1995), they stated that Parasuraman was developing the SERVQUAL model in 1985. He identified specific criterias for customers to evaluate service quality by dividing it into five major dimensions which are tangibles, reliability, responsiveness, assurance and empathy. Jabatan Agama Islam Wilayah Persekutuan (JAWI) or formerly known as Urusetia Majlis was established on 1st February 1974. On that time, the establishment of JAWI intended to smoothen the management of Majlis Agama Islam Wilayah Persekutuan (MAIWP). The secretariat at that time consisted of only a few officers including Mufti Wilayah Persekutuan, Kadi Besar Wilayah Persekutuan, Ketua Penolong Setiausaha, Kadi, Pegawai Tadbir Masjid, Pegawai Zakat and Baitulmal and also Pegawai Pendakwa and Penguatkuasa.

Jabatan Agama Islam Wilayah Persekutuan is an organization under the government of Malaysia that handles matters that pertaining to religion. Service quality is one of the important parts the organization should take seriously. It is because the best service provided to customers will satisfy their needs and wants. Every organization has a problem in handling their service to the public. The problem in JAWI specifically related to the service quality is that JAWI had to face the limited budget to improve their management by allocating the budget to make the seminar for their employee to improve the performance and knowledge especially for the receptionist and public relation staff. Then, the problem is lack in providing complete facility for the employees. Actually, JAWI is the public sector and they cannot generate their financial easily as compared to the private sector. It is because the public sector has to reallocate their budget to the other activities. It can be proven by referring to Mike Donnelly, Mik Wisniewski, John F. Dalrymple and Adrienne C. Curry (1995), there can be little doubt that quality and customer service are the critical strategic issues in the 1990s for both public and private sector organizations. In the private sector, customer satisfaction and loyalty – secured through high-quality products and services providing value for money for the consumer – are seen as essential for long-term survival, let alone long-term success. Public sector organizations, and those operating in local government specifically, are not immune from these pressures to

improve customer service on a continuous basis. Some of these pressures arise internally within local authorities from a genuine desire by managers to improve the quality of services provided to local citizens; others are “imposed” through initiatives like Citizen’s Charter, or through an increase in consumer activism.

Then, the problem that JAWI had to face is the relationship with the supplier. JAWI is one of the organizations that provide the materials related on religion such as books, pamphlets, and the souvenirs for the corporate organizations and guests from other countries which include key chains, plaques and others. The supplier does not provide as required by them and to create a new one, is a cost. This also will bring the image of JAWI due to that materials will be provided to customer or community. It can be proven by referring to Chris Taylor (1995), An IBM plant in Windsor, Ontario, is said to have ordered a shipment of components from a Japanese firm, specifying an acceptable quality level (AQL) of three defective components per 10,000 shipped. In a cover letter accompanying the shipment, the Japanese company apologized and said it had met with great difficulty producing these defective parts, and had been unable to understand why they were required. They wrote: “We Japanese have hard time understanding North American business practices, but the three defective parts per 10,000 have been included and are wrapped separately. Hope this pleases.”

LITERATURE REVIEW

Customers are the key to success to an organization. They should be treated as kings. As refer to Ishak Ismail, Hasnah Haron, Daing Nasir Ibrahim and Salmi Mohd Isa (2006), customer satisfaction has become an important indicator of quality and future revenue (Andreassen, 1994). It is based on customer satisfaction or dissatisfaction resulting from experiencing a service and comparing that experience with the kind of quality of service that was expected (Oliver, 1980). Satisfied customer tends to maintain their consumption pattern and will consume similar products or services (Formel, 1992). They also stated that customer’s past satisfaction affects their decisions to have a continuing relationship with the service provider, Crosby et al. (1990).

Then, according to G.S. Sureshchandar, Chandrasekharan Rajendran, R.N. Anantharaman (2002), service quality and customer satisfaction are two core concepts that are the crux of the marketing theory and practice (Spreng and Mackoy, 1996). Customer satisfaction is divided into two as referred to Yonggui Wang, Hing-Po Lo (2002), firstly, transaction-specific, and the other is cumulative (Boulding et al, 1993, Johnson et al, 1995, Andreassen, 2000). On the one hand, from a transaction-specific perspective, customer

satisfaction is viewed as a post-choice evaluative judgment of a specific purchase occasion (Hunt, 1977, 1980, 1993).

The relationship between service quality and customer satisfaction will make the outcome of the organization be more positive. According to Kisang Ryu, Hye-Rin Lee, Woo Gon Kim (2012). Service quality and customer satisfaction have become the most core marketing priorities since they are prerequisites of consumer loyalty, such as repeat sales and positive word-of-mouth, (Han and Ryu, 2009; Liu and Jang, 2009b). In addition, Ishak Ismail, Hasnah Haron, Daing Nasir Ibrahim and Salmi Mohd Isa (2006), mentioned that customer's satisfaction is influenced by two factors which are experience and expectations with service performance (Yi, 1990).

According to Asma Abdul Rehman (2012), Spreng and Machoy (1996) indicated that service quality is an important dimension for customer satisfaction. Then, (Zeithmal et al. 2000) represent that by maintaining service quality, competitive advantage can be gained which will lead to long term relationship with customers. Then, Lewlyn L.R. Rodrigues and Gopalakrishna Barkur, K.V.M. Varambally, Farahnaz Golrooy Motlagh (2011) stated that SERVQUAL is based on the conceptualization of service quality as the difference between consumer's Perceived performance and Expectation (Parasuraman et al., 1988).

According to Muslim Amin, Zaidi Isa (2008), the SERVQUAL dimensions were explanatory variables in predicting customer satisfaction and the reliability dimension had highest impact on overall customer satisfaction (Arasly et al., 2005a). It is helps the organization to create uniqueness. Referring to Atul Gupta, Jason C. McDaniel, S. Kanthi Herath (2005), he stated that Many researchers recognize that service quality can bring an organization a lasting competitive advantage (Moore, 1987; Lewis, 1989).

Besides that, winning the customer heart is important to the organization to achieve their aim. According to Atul Gupta, Jason C. McDaniel, S. Kanthi Herath (2005), he stated that Service quality improvements will lead to customer satisfaction and cost management that result in improved profits (Stevenson, 2002). On the other hand, the organization has to recognize what their customer expects from them.

According to Mohammad Talha (2004), he stated that, the organization have to ensure that the performance will achieve customer satisfaction. It can be achieve by companies must first design products to satisfy customers through the quality of design. Then, they must meet design specifications through conformance to quality. Then, according to Alan Baldwin and Amrik Sohal (2003) stated that a popular definition of quality proposed by Berry et al. (1988, p. 35) which is "conformance to specifications". However, they go on to claim that this

definition can be improved for service quality by “conformance to customer specifications which it is the customer’s definition of quality, not management’s, that counts”.

RESEARCH METHODOLOGY

This research uses descriptive research design because of it is factual, simple and well structured. Other than that, the main goal for this research design is to describe the data and characteristics. In addition, descriptive research design is to study frequencies, average and other statistical calculation. According to Naresh K. Malhotra, primary data is data originated by the researcher for the specific purpose of addressing the research problem. In addition, the primary data collection involves all six steps of the marketing research process which are problem definition, development of an approach to the problem, research design formulation, fieldwork or data collection, data preparation and analysis and also report preparation and presentation. In this research, the data were collected through questionnaire which is based on the theoretical framework and also adapting question from Prabha Ramseok - Munhurrun, Perunjodi Naidoo and Soolakshna D. Lukea-Bhiwajee (2009) and the website which from www.uwsuper.edu.

For this research, multiple-choice questions and likert scale are used in the structure questions. According to Naresh K. Malhotra, multiple-choice questions. The researcher provides a choice of answers and respondents are asked to select one or more of the alternative given. Then, the likert scale is a measurement scale with five response categories ranging from “strongly disagree” to “strongly agree”, which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements related to the stimulus objects. In this study, collected data was analyzed using inferential statistics. For data analysis, all data collected from respondent were analyzed using Statistical Package for Social Science (SPSS) version 2.0.

As a conclusion, the focus of the research methodology is the exploratory, descriptive and causal research design. It is also included the information of the sampling technique and data collection method as well as the data analysis that has been use in this study. Finally, the data collected through these methods which is the method of data analysis will be presented next.

ANALYSIS & FINDINGS

Regression analysis is to identify the most influential factor through the significant value. In this study, the linear regression is used to study the most variable influence customer satisfaction at Jabatan Agama Islam Wilayah Persekutuan which based on the third objective.

Table 1: Linear Regression

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.780	.419		1.864	.069
Assurance	-.040	.177	-.042	-.223	.824
Responsive	.058	.244	.060	.237	.813
Tangible	.258	.250	.270	1.033	.307
Empathy	.167	.195	.173	.853	.398
Reliability	.386	.197	.379	1.961	.056

In the table 1, the independent variables are assurance, responsiveness, tangible, empathy and reliability. Thus, from the value obtain, the most influential factors has been identified as reliability ($p=0.056$) due to the Beta value obtained. The reliability factor is most influential toward customer satisfaction in Jabatan Agama Islam Wilayah Persekutuan based on the significant value at 0.056 and beta is 0.379. Then, the second variable that influencing customer satisfaction is tangible which the significant at 0.307 and the third is empathy by the significant value is 0.398. The fourth variable is responsiveness which the significant value at 0.813. Lastly, the assurance is less influence the customer satisfaction with the significant value is 0.824.

CONCLUSION

There are four objectives that need to be achieved after reviewing and analyzing the data and also the information from previous study. The first objective was to study the level of customer satisfaction in Jabatan Agama Islam Wilayah Persekutuan (JAWI). Based on the mean which has been tested, it is showed that majority total average proves that there is positive relationship on service quality towards customer satisfaction at Jabatan Agama Islam Wilayah Persekutuan. Then, the second objective is to study the relationship between assurance, responsiveness, tangible, empathy and reliability toward customer satisfaction. The relationship was tested from the correlation test and the finding obtain show that there are strong relationship between the five dimensions which are the independent variable. After that, the objective was to study the most variable influence customer satisfaction in Jabatan Agama Islam Wilayah Persekutuan (JAWI). This objective is based on the regression test and the result show that, the most variable influence is reliability toward customer satisfaction by the significant value at 0.056 and beta is 0.379. Lastly, the objective is to study the alternatives to improve customer satisfaction on Jabatan Agama Islam Wilayah Persekutuan (JAWI) and the alternatives is educate the staff

and updating the facilities. In order to remain the customer satisfy with the service provide to them and to make them deliver good quality service, Jabatan Agama Islam Wilayah Persekutuan should do few actions.

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