

## EVALUATING CUSTOMER SATISFACTION FOR TRAINING PROVIDER IN JOHOR BAHRU

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### **ABSTRACT**

This study focuses on level of customer satisfaction for training provider by using SERVQUAL method. This study was conducted in Johor Bahru (MPC JB, FMM JB and SIRIM JB). The objectives of this study is to determine the level of customer satisfaction for training provider and also find the most anticipated service quality dimensions (based on SERVQUAL) for training provider. The methods that were used in this study are a modified SERVQUAL based questionnaire using LIKERT SCALE for collect data. Statistical mean analysis statistical is then used to analyze the data. Finally we obtained the level of customer satisfaction for the related training provider and we found out that there are three dimensions that needed quality improvement in order for the training provider to increase their customer satisfaction.

**Keywords:** SERVQUAL, customer satisfaction, training provider.

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## I INTRODUCTION

Companies in Malaysia have been providing training to their human force in ensuring their competitiveness and sustainability in the chaos of economy nowadays. The assistant of Human Resources Development by the government enhance the value of K-knowledge and skill of local personnel. This will ensure the investment from domestic and international companies to our shore in order to derive our economy growth. Certain of employers allocate in a big amount of money for their employees training and skills upgrading. Training programs are costly in money-but also in time. Therefore, they should be evaluated carefully to determine their effects, and to decide whether they should be improved or should be continued (Herman and Karin, 2010). There a lot sources have been use to train by training provider. The level of satisfaction of customer and the effectiveness of the training is a critical factor to the company for planning human resources.

In this context, the term of training refers to the acquisition of knowledge, skills, and competencies as a result of the teaching of vocational or practical skills and knowledge that relate to specific useful competencies. On the other word, training is entails personal involvement, commitment and experiential gains. Training involves learning by doing. Training aims to provide human force with proficiency in the execution of given tasks. Training is important for several reasons. These trainings are purposive and meant to equip the human forces with the necessary skills or to upgrade skills that are required for particular jobs. The major advantages of trainings are that the work forces that are trained need lesser supervision than those who are not. A trainee acquires new knowledge, skills and attitudes and applies them in job situations. Training is a way to create the confidence among the employees so that they can operate the tasks without any obstruction with all efficiency and effectiveness. Training is a key strategy for generating skills in people, since it enables them to both learn and unlearn skills – in other words, to acquire new skills and change inappropriate skills (Pilar Pineda, 2010). Services are intangible and heterogeneous, it make extremely difficult to assess. Look forward from others researchers have looked into the importance of customer satisfaction. Kotler defined satisfaction as: “a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to his or her expectations”. Hoyer and MacInnis said that satisfaction can be associated with feelings of

acceptance, happiness, relief, excitement, and delight. Simply stated, customer satisfaction is a customer feels when comparing his expectations with the actual quality of product or service that provide. The advantages to determine the levels of customer satisfaction are can understand the customer's feeling and perceptions. These result also able to identify areas for improvement and make the necessary changes. The most obvious reason why companies have to worry about customer's satisfaction is they need customers to be ready to repurchase their services in future (Olga V. Krivobokova, 2009).

$$\text{“Quality”} = \text{“Customer satisfaction”} = \text{“Value”} / \text{“Cost”}$$

Excellent service quality and high customer satisfaction are important issues and challenges for the service industry (Hung et al., 2003).

This paper endeavors' to fill the gap in the service quality which determine customer satisfaction by exploring the five dimension of customer perceived service with that of the expected service in the context of training provider in Johor Bahru.

## II REVIEW OF LITERATURE

### *SERVQUAL model*

One of the most popular models, SERVQUAL used in service was developed by Parasuraman et al (1985, 1988). SERVQUAL is based on the perception gap between the received service and the expected service, and has been widely adopted for explaining customer perception of the service (K. Ravichandran, B. Tamil Mani, S. Arun Kumar & S. Prabhakaran, 2010).. Studies on service quality have extensively examined service quality measurement to help superiors effectively manage service quality delivery (Parasuraman et al., 1988; Babakus and Boller, 1992; Bolton and Drew, 1991; Cronin and Taylor, 1992; Yang, 2007). The SERVQUAL model (Parasuraman et al., 1988) has been widely used by service providers in various industries to assess key quality attributes with a view to devising strategies for quality improvement. The

SERVQUAL instrument enables providers to ascertain perceived service quality by calculating a so-called 'gap' between customers' expectations of the service they would receive and their perceptions of the service they actually receive (Parasuraman et al., 1988, 1991).

### *Training*

Training may be defined as the systematic acquisition of skills, rules, concepts, or attitudes that should result in improved performance of the trainee (Aamodt, 2007). Training is often necessary to find a new job or to be successful in your career in an organization (Herman and Karin, 2010). Training is the key strategy for generating skills in people, since it enables them to both learn and unlearn skills – in other words, to acquire new skills and change inappropriate skills (Pilar Pineda, 2010). As illustrated by the preceding scenario, training sessions which deal with soft skills topics such as diversity and quality are often quite entertaining but seldom involve the kinds of hands on experiences that help employees translate awareness into action. Training should involve tangible, hands on skills and observable behaviors (Aaron W. Hughey and Kenneth J. Mussnug, 1997).

### *Evaluation of training*

Evaluation has become a very important task for the organization, and there are several very sound reasons for starting to put more effort into it ( At-Athari and Zairi, 2002). The evaluation of training in organizations to mean the analysis of the total value of the training system or action in both social and financial terms, in order to obtain information on the achievement of its objectives and overall cost – benefit ratio of training, which in turn guides decision – making (Pilar Pineda, 2010).

### *Customer satisfaction*

Satisfaction is closely linked with the quality of the product or service that received. The process of improving quality has to be aimed at consumers. The manufacturer must do the following (Olga V. Krivobokova, 2009):

- Identify customers and define their requirements for products;
- Transform the customer requirements into technical terms;
- Identify the stages in the technological process of manufacturing products, and develop criteria of the process;
- Assess the results and the level of customer satisfaction.

Customer satisfaction means the satisfaction degrees of customers purchasing commodities. Under electronic commerce, how to raise the consumers' degree of satisfaction and gain the consumers' loyalty has become the key factor relating with whether e-commerce enterprise can survive (Minghe Wang, Peide Liu and Guoli Ou, 2007). Therefore, customer satisfaction must be translated into a number of measurable models to evaluate customer satisfaction level and organizational operating efficiency (Shun-Hsing Chen, Tsu-Ming Yeh and Chee-Cheng Chen, 2011). Providing high quality services and improving customer satisfaction are widely recognized as fundamental factors boosting the performances of companies in the hotel and tourism industry.

### III METHODOLOGY

To find if customers are happy with the products and services they are receiving, an organization must implement a metric for tracking customer satisfaction. This can be done by using a SERVQUAL questionnaire. The SERVQUAL is instrument for measuring 'gap' between customer's expectations of the service they receive and their perceptions of the service they actually receive with respect to five dimensions of SERVQUAL scale. Primary data were collected and an undisguised structured questionnaire, SERVQUAL by Parasuraman was used for the study.

The questionnaire use a likert scales (seven levels) to evaluate according to any kind of subjective or objective criteria and followed by a series of number which respondent can choose to show how much they agree with the statement.

### IV EMPIRICAL FINDING

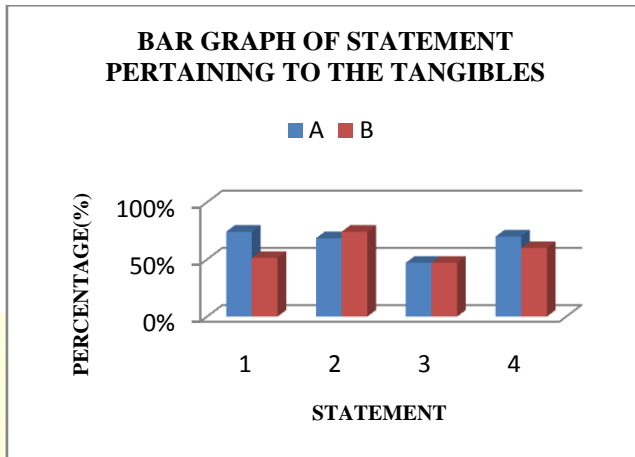
The questionnaire consists of open ended question, close ended question and question use LIKERT SCALE. Part A have five demographic variables were investigated in this study. There are gender, profession, position, salary and training provider that have been attended the training before. The demographics of the final sample are shown in Table 1. The majority of the respondents (73.4%) were male, and almost half (49.3%) from manufacturing profession as an executive (61.2%). Half (51.8%) were get 3000 until 4999 of salary. The most popular training provider is MPC (53.3%).

Table 1. Demographic of sample.

Items	Detail	Percentage (%)
<b>Gender</b>	Male	73.4
	Female	26.6
<b>Profession</b>	Manufacturing	49.3
	Education	19.2
	Construction	31.5
	Others	0
<b>Position</b>	Non executive	27.7
	Executive	61.2
	Manager	11.1
	Others	0
<b>Salary</b>	Below 999	9.2
	1000-2999	29.4
	3000-4999	51.8
	5000-6999	9.6
	7000 and above	0
<b>Training provider</b>	MPC	53.3
	FMM	25.6
	SIRIM	21.1
	Others	0

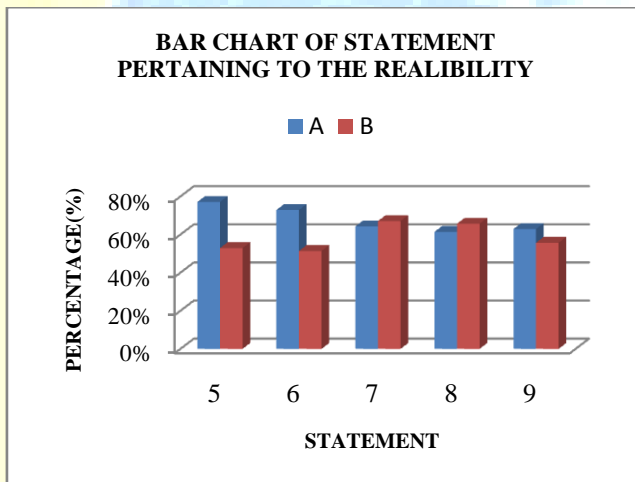
Part B has a set of statements relate to respondent feelings about training provider using LIKERT SCALE rating. The set has 44 statements. Statement 1a until 22a is for expected service quality of training provider and statements 1b until 22b is for received service quality of training provider. The values of the five dimensions (tangible, reliability, responsiveness, assurance and empathy) show the statements pertaining to the dimension.

Figure 1. Tangibles



Bar graph represents the tangible result for statement from 1A until 4B.

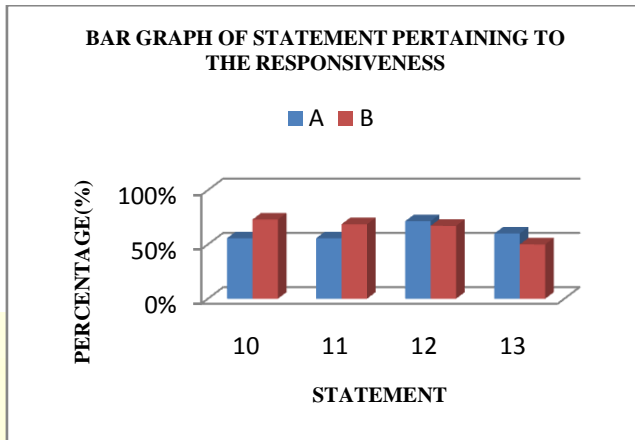
Figure 2. Reliability



Bar graph represents the reliability result for statement from 5A until 9B.

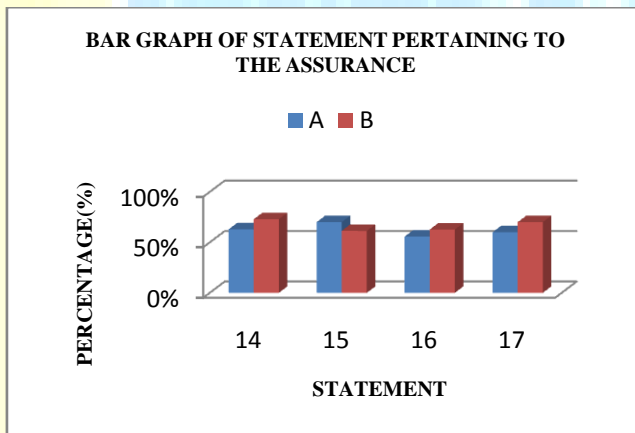


Figure 3. Responsiveness



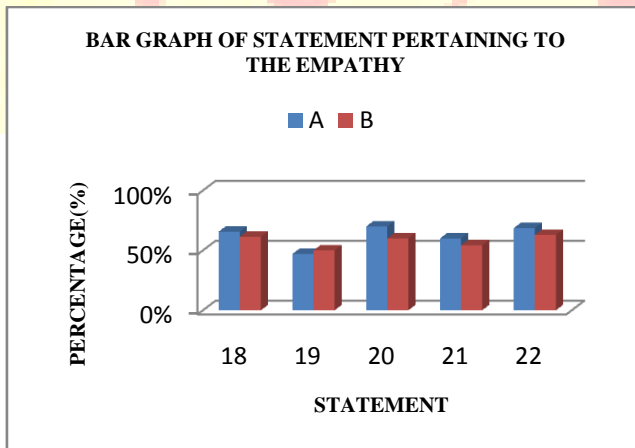
Bar graph represents the responsiveness result for statement from 10A until 13B.

Figure 4. Assurance.



Bar graph represents the assurance result for statement from 14A until 17B.

Figure 5. Empathy



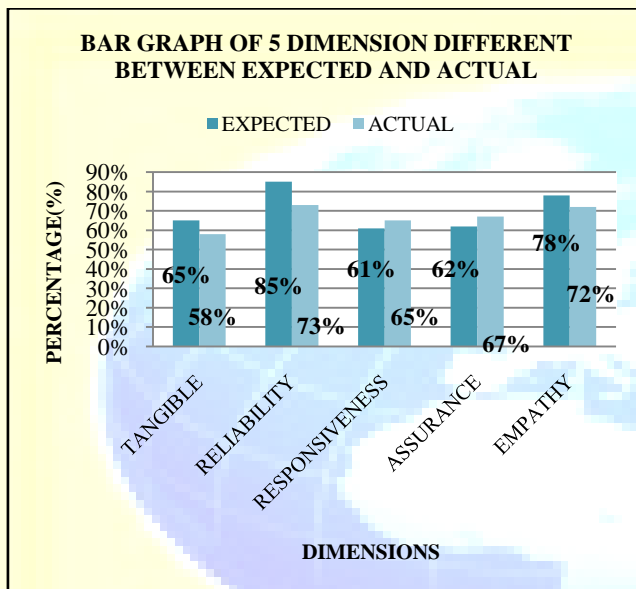


Bar graph represents the responsiveness result for statement from 18A until 22B.

The result show the level of customer satisfaction depend on the five dimensions that measure. From that, can know what dimension is very important for customer.

## V CONCLUSION

Figure 6. SERVQUAL five dimensions.



The extent of the quality disconfirmation in five dimensions is based on the order from the highest different to the lowest different, as follows: reliability (11%), tangibles (7%), empathy (6%), responsiveness (-4%), and assurance (-5%). From this result 3 dimensions can be improve like tangible, reliability and empathy. The tangible of training provider is second factor to improve that training provider less in appearance of physical facilities, equipment and communication for their customer expected. The most dimensions that not fulfill customer satisfaction are reliability. The training provider should able to perform the promised service dependably and accurately for customer feel be satisfied.

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