

**THE RELATIONSHIP BETWEEN CUSTOMER SERVICE  
TRAINING AND CUSTOMERS SATISFACTION AT  
UNIVERSITI TEKNOLOGI MALAYSIA,  
SKUDAI, JOHOR**

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**UNIVERSITI TEKNOLOGI MALAYSIA**

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TRAINING AND CUSTOMERS SATISFACTION AT  
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requirement for the award of the degree of  
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To my beloved mother and father.

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## ABSTRACTS

This is a survey form of research to identify the relationship between the effectiveness of the customer service training and customers satisfaction in University Teknologi Malaysia, Skudai, Johor. The aim of this research is to explore on the relationship between training effectiveness and the customer satisfaction.

There were two sets of questionnaires used for this research. The first set of questionnaires for this research were designed and analyzed in application of SERVQUAL instrument where five distinct dimensions; namely, tangibles, reliability, responsiveness, assurance, and empathy were measured. The data obtained from 310 respondents from six selected faculties, ranging from undergraduates in their degree program from year one to final year of their studies. The second set of questionnaire was designed in order to identify the effectiveness of the customer service training that they have attended. The data was collected from 70 respondents ranging from administrative staffs from faculty and department of UTM, Skudai, Johor. All these data were measured in application of a five point scale where it was descriptively analyzed by finding the percentage and other statistical methods such as frequency distribution, T-test, ANOVA and Correlation. The research finding indicates that out of seven null hypothesis four hypothesis was rejected and three null hypothesis was accepted. Ho1, Ho2 and Ho3 was rejected and it indicates that there is a significant difference of effectiveness of the customer service training according to gender, age and years of service of officers. Ho6 was rejected and it indicated that there is significant difference of customer satisfaction according to the students year of studies. Ho4 and Ho5 is accepted, it indicates that there are no significant difference of customer satisfaction according to students gender and age group. Ho7 is also accepted ( $p = 0.097 > \alpha 0.05$ ) and it indicates that there are no relationship between training effectiveness and the customers satisfaction.

## ABSTRAK

Kajian ini merupakan satu kajian tinjauan bertujuan untuk mengenalpasti hubungan antara keberkesanan latihan khidmat pelanggan dan kepuasan pelanggan di Universiti Teknologi Malaysia, Skudai, Johor . Kajian ini bertujuan untuk mengenal pasti hubungan antara keberkesanan latihan khidmat pelanggan dan kepuasan pelanggan. Data telah dipungut dengan menggunakan dua set borang soal-selidik. Borang soal-selidik yang pertama diubah suai berdasarkan model SERVQUAL yang terdiri daripada dimensi tangible, kebolehpercayaan, tindakbalas, kepastian dan empati. Data telahpun diperolehi daripada 310 responden yang terdiri dari pelajar di peringkat sarjana muda dari tahun pengajian pertama hingga akhir dari enam buah fakulti di UTM, Skudai. Borang soal-selidik yang kedua pula telahpun direka untuk mengenal pasti keberkesanan latihan perkhidmatan pelanggan yang pernah mereka hadiri di UTM, Skudai. Data telah pun diperolehi daripada 70 responden yang terdiri daripada staff pentadbiran dipejabat dan fakulti di UTM, Skudai. Data telah pun dengan menggunakan skala 1 hingga 5 secara deskriptif dan Ujian seperti Ujian-t , ANOVA dan Correlation telahpun di gunakan. Hasil kajian menunjukkan bahawa dari tujuh Ho, empat Ho ditolak dan tiga Ho diterima. Ho1, Ho2 dan Ho3 ditolak dan menunjukkan bahawa terdapat perbezaan yang signifikan terhadap keberkesanan latihan khidmat pelanggan berdasarkan faktor jantina, umur dan pengalaman bekerja pegawai. Ho6 juga ditolak dan ini menunjukkan bahawa terdapat perbezaan yang signifikan terhadap kepuasan pelanggan berdasarkan tahun pengajian. Ho4 dan Ho5 diterima, ini menunjukkan bahawa tidak terdapat perbezaan yang signifikan terhadap kepuasan pelanggan berdasarkan faktor jantina dan umur pelajar. Ho7 juga diterima ( $p=0.097>0.05$ ), dan ini menunjukkan bahawa tidak terdapat hubungan yang signifikan di antara keberkesanan latihan dan kepuasan pelanggan.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Over the last 20 years, as employers have begun to realize the impact on organizational productivity due to inappropriate or inadequate staff competencies (Chaston,1994). Due to this expenditure on training provision has increased, this would be accompanied by the need to measure how well skills are transferred back into the work role and the benefits to the organization of expenditure on training activities.

Ian Chaston (1994) suggested a customer-oriented training philosophy based on seeking forms of provision which benefit the organization's internal and external customers. Ian Chaston (1994) also stated that there are four customer groups whose needs must be considered when determining the degree to which employee performance is to be enhanced. These customer groups are as follows:

- 1) The employee who, through acquisition of new skills, can gain greater satisfaction from their job role.
- 2) The employee's superior in the organization who wishes to improve the performance of their subordinate.
- 3) The individual(s) to whom the employee is providing a tangible or non-tangible output.
- 4) The organization's external customer whose satisfaction is directly related to the degree to which every employee is effectively and efficiently discharging their assigned job role.

Cronin and Taylor(1992) proposed that service quality is one of the antecedents of consumer satisfaction. Service quality is the superordinate construct and the main determinant of customer satisfaction (Gotlied, Grewal, and Brown 1994).

According to Rahmat Ismail (2001) there were 5 important items for Quality customer service.

- i) Assure and improve organizations image.
- ii) Customer thoughts always change towards goods and services.
- iii) Improve self-excellence.
- iv) Always understand needs and necessities of customers.
- v) Retain customers and make sure the organization is function smoothly.

Where else Davidoff (1994) categorized Service into two aspects.

- i) Visible Service – Services that can be seen for an example the staff at the front counter who is ready to give his or her service to the customers.
- ii) Invisible Service – The Service that cannot be seen. This type of service support the service that can be seen.

Training plays a major part in the transformation to a quality environment tuned to customer support and satisfaction. They tie executive-level culture and values to customer needs through training in every department to best meet customer expectations. Customer awareness, customer relations, and customer service training is extremely important. Johnson (1993) felt that the organization tuned to the internal customer has an excellent foundation for external customer satisfaction. Every training session should consider the external customer and how service to the customer can be improved to increase customer satisfaction. Johnson (1993) also stated that most department have problems that seriously impact on performance and customer service, and the correct training could alleviate these problems. As an example, customer relations or customer service training is provided to correct customer dissatisfaction when the problem is caused by faulty process.

## 1.2 Background of Study

The Human Resource Department of Universiti Teknologi Malaysia is a unit under Registrars office. The main responsibility of this department is to design and provide different types of program to the staffs. This is to make sure the staffs are equipped with necessary positive knowledge, skills and attitude in order to achieve the organizational goal to become the world class university.

Main functions of Human Capital Development Department are as follows:-

- i) Plan and conduct training program for staff
  - Conduct training need analysis design the program.
  - Conduct the training program and evaluate training effectiveness
- ii) Plan and conduct the staff development program.
  - The long term program (more than 3 months)
- iii) Manage the service contract for staffs who have completed the development program.
  - Monitor the service contract.
- iv) In charge of developing new policies and monitor the development.
  - Upgrade human Resource Management policies from time to time.

The head of departments need to make sure their staff must have opportunity to attend training relevant to their job function. Following is the table of training schedule for the year 2008. The figure 1 is showing the training schedule which is meant for the non-academic staffs.

<b>MODUL LATIHAN UNTUK STAF BUKAN AKADEMIK KOM. TERAS</b>	
February 5, 2008	<b>-PTW001 : PENGURUSAN ASET</b>
	<b>UNIVERSITI</b> by <i>habibah</i>
February 15, 2008	<b>-PTM005: PENGURUSAN SUMBER</b>
	<b>MANUSIA(SKIM CUTI, PENGURUSAN REKOD PERKHIDMATAN &amp; PERKHIDMATAN</b>

	<b>PERJAWATAN)</b> by <i>habibah</i>
February 19, 2008	- <b>PTM003 : FAIL MEJA DAN MANUAL</b>
	<b>PROSEDUR KERJA</b> by <i>habibah</i>
February 27, 2008	- <b>PTM001 : ETIKA, AKAUNTABILITI DAN</b>
	<b>INTEGRITI</b> by <i>habibah</i>
March 3, 2008	- <b>PTW002 : ASAS PEMBELIAN DAN KAWALAN</b>
	<b>STOK INVENTORI</b> by <i>habibah</i>
March 5, 2008	- <b>PTM001 : ETIKA, AKAUNTABILITI DAN</b>
	<b>INTEGRITI</b> by <i>habibah</i>
April 22, 2008	- <b>PTM002 : ORGANISASI</b>
	<b>PEMBELAJARAN</b> by <i>habibah</i>
May 12, 2008	- <b>PTM004 : SISTEM PENGURUSAN</b>
	<b>UNIVERSITI</b> by <i>habibah</i>
June 24, 2008	- <b>PTQ001 : BAGAIMANA MEMBANGUNKAN</b>
	<b>PETUNJUK PRESTASI UTAMA?</b> by <i>habibah</i>
July 7, 2008	- <b>PTQ002 : BENCHMARKING</b>
	<b>(PENANDAARASAN)</b> by <i>habibah</i>
July 15, 2008	- <b>PTK001 : PENYIASATAN DALAMAN &amp;</b>
	<b>KETERANGAN UNTUK PEGAWAI</b>
	<b>KESELAMATAN</b> by <i>habibah</i>
August 5, 2008	- <b>PTM006 : KOMUNIKASI BERKESAN</b> by <i>habibah</i>

Figure 1.1: Human Resuorce Development Training Schedule Universiti Teknologi Malaysia.

Source: HCD Universiti Teknologi Malaysia, Skudai

The following are the details of the type of training program provided for front line staff.

A) “PUD005 : Peningkatan Prestasi Staf Sokongan”

i) Learning Out Comes

In the end of the program participants are able to:

- Identify the challenges in the work
- Strengthen their personality and strive to improve their career and organization.

ii) Training content

- Work ethics in service.
- Attitude and encouragement towards excellence.
- Communicate policy
- Human relation & public relation
- Effective time management
- Behavior.

B) “PUM006 : Pengurusan Pejabat”

i) Learning Out Comes

In the end of the program the participants are able to:

- Improve the counter delivery system.
- Answer phone calls politely.
- Provide accurate, complete and latest information.

ii) Training Content

- Quality Customer Service.
- Basic of service and quality delivery.
- Handle complain and problematic customer.

### 1.3 Statement of problem

Providing training to staff has many costs, the cost of resources involved in preparing and giving the training, the cost to participating and the cost of staff being away from the workplace. To justify these costs, managers need to feel confident that

the training they providing will make a difference in staff performance (The Family Planning Manager, 1996). They need to know that staff members have not only acquired new knowledge, attitudes, and skills from the training but can, and do, put them into practice back on the job.

The focus of this research is to identify the relationship between customer service training and the customers satisfaction. Any form of training in organization is intended to provide the necessary skills, attitude and knowledge needed by the employees to perform well in order to achieve the organizational goals. The effective of the training program normally will be identified through the evaluation process. Even though the training program is very effective the end result or ultimate aim for any organization will be the satisfaction of its customers. The satisfaction of the customers will determine the survival of the organization. This research intend to answer five main research questions.

1. What is the level of effectiveness for the customer service training.
2. What is the level of customers satisfaction towards service received.
3. Is there any significant different towards effectiveness of customer service  
training in terms of age, gender and year of service.
4. Is there any significant different towards customers satisfaction in terms of  
age, gender and year of studies
5. Is there any significant relationship between the effectiveness of customer service training and the customers satisfaction.

#### 1.4 Aim

This study attempts to explore the relationship between the customer service training and customers satisfaction in Universiti Teknologi Malaysia Skudai.

## 1.5 Objectives of the study

The objective of this study is to identify

1. The level of effectiveness of customer service training.
2. The level of customers satisfaction towards service received.
3. The different towards effectiveness of customer service training in terms of age, gender and year of service.
4. The different towards customers satisfaction in terms of age, gender and year of studies
5. The relationship between the effectiveness of customer service training and the customer satisfaction.

## 1.6 Hypothesis

Ho1. There is no significance difference of effectiveness of the Customer service training according to age group of officers.

Ho2. There is no significance difference of effectiveness of the customer service training according to gender of officers.

Ho3. There is no significance difference of effectiveness of the customer service training according to the years of service of the officers.

Ho4. There is no significance difference of customers satisfaction according to age group of students.

Ho5. There is no significance difference of customers satisfaction according to gender of students.

Ho6. There is no significance difference of customers satisfaction according to the students year of studies.

Ho7. There is no significance relationship between the effectiveness of customer service training and the customers satisfaction.

## 1.7 Scope of the study

The research will be conducted at the following faculties at UTM Skudai campus. The faculties are Faculty of Management and Human Resource Development, Build Environment, Education, Civil Engineering, Electrical Engineering and Mechanical Engineering. Even though there are many types of customers for UTM Skudai, the research only will look into the students of UTM Skudai as a customer in this research. The respondents for this research will be the undergraduate students those who are pursuing their first year until final year degree programs at the above mentioned faculties. This research intend to look into the relationship between the customer service training and the satisfaction of customers based on the quality of the customer service given to the students only. There are many elements can be considered for the satisfaction of the customers. But in this research the customers satisfaction is mainly satisfaction that customers received from the quality of customer service given to them. Where else in this research the customer service training is mainly the customer service training given to the front desk staffs of UTM Skudai, who directly engaged in providing customer service to the students of UTM Skudai. The research also will look into the perception of the front line staff regarding the customer service training provided to them in terms of the effectiveness of training.

## 1.8 Significance of study

The study is hoped to give indication about the relationship between the effective of customer service training and the customers satisfaction. The findings of this research are also hoped to give a guideline to UKM Skudai to identify the level of its customers satisfaction. The finding of this research is hoped to give guidelines to the participants of the customer service training program regarding their customers satisfaction based on the service provided.. This research also hoped to provide a guideline to the future research in connection with customer service training and customers satisfaction in other industries. The finding of this research also intent to



provide insight to UTM Skudai regarding the effectiveness of its customer service training.

## 1.9 Conceptual Definition

### 1.9.1 Training

According to Blanchard and Thacker (2007) the term training is defined as a systematic process of providing an opportunity to learn knowledge, skills and attitude needed for current or future jobs. In other words we can say that training provide the opportunity for learning to take place. At the same time training is also more concerns or focused on the job-specific knowledge, skills and attitudes.

Cocheu (1993) stated that training is the tool used to communicate the organisational strategy throughout the organisation. There are many types of training's are available according to the needs identified in the organisation.

### 1.9.2 Customer

According to Webster's New World Dictionary (1988) the word customer defined as anyone who buys. Where else Timm (1997) defines customer as anyone who we exchange value with.

Rahmat Ismail (2007) stated that customer are as follows:-

- i) Customer are the most important people for organisation.
- ii) Customer are not depending on us – we are depending on customer.
- iii) Customer are not disturbance, they are the purpose of our work.
- iv) Customer help us by giving us opportunity to service them.
- v) Customer are not our enemy to quarrel with.
- vi) When customer need something, our duty is to handle the request for mutual benefit.

- vii) Customer are our boss.
- viii) Customer are the reason for the organization to be there, no customer no organization.

Mainly we can say that customers are people who buy any type of product or service from an organization. For an example a passenger in a express bus is a customer for the bus company. In this situation the students those who are studying at UTM Skudai are the customers for UTM Skudai.

### 1.9.3 Customer satisfaction

According to Horovitz and Panak(1992) customers generally have expectations on a number of aspects of the service. A company should adjust or find-tune its service to match its customer expectations. Customer expectations must not only be met in service design, but also in service delivery. Providing well-delivered service means being able to ensure that the service package is provided without fault. This is what we refer as zero-default service. A customer is satisfied if his or her expectations are met.

### 1.9.4 Training Effectiveness

Bass and Vaughn (1996), state that effectiveness of a program is referring to how far a program manage to achieve its objective in order to increase knowledge, skills and attitude towards improving organizational performance.

Mean while, Cascio (1987) state that effectiveness of a program can be used as an indicator towards change in attitude in order to achieve organization goal.

Mainumah Aminuddin (2007) state that the purpose of training effectiveness is to discover whether the trainee has changed his behavior on the job after undergoing training, it will be necessary to interview the trainee himself.

## 1.10 Operational Definition

### 1.10.1 Training

Even though there are many types of the trainings are conducted in UTM, for the purpose of the research only the customer service training provided for the administrative staff will be taken in consideration.

### 1.10.2 Customer

In this research , customers are undergraduates ranging from first to final yearstudents who are persuing degree program in six selected faculties from UTM, Skudai. The six faculties were Faculty of Management and Human Resource Development, Build Environment, Education, Civil Engineering, Electrical Engineering and Mechanical Engineering.

### 1.10.3 Customer satisfaction

Through out this research customers satisfaction refers to the satisfaction level of these students solely based on the quality of customer service received by them while corresponding with the staffs of UTM, Skudai. Is will be measured by using the five elements of the SERVQUAL instrument such as tangible, responsiveness, reliability, assurance and empathy.

#### 1.10.4 Training Effectiveness

In this research training mainly refers to the customer service training provided by Universiti Teknologi Malaysia to the front desk staff of the faculties. The main aim of these training is to equip the staffs with necessary KSA in order to provide quality customer service to their customers.

In this research the training effectiveness refers to the effectiveness of the customer service training based on the perception of the front desk staffs those who have attended the training. The effectiveness of the customer service training is regards to its training objectives, training modules, learning materials and trainer.

#### 1.11 Limitation of the study

There are a few limitations in this research. The first limitation is the limited time. Due to time factor the researcher will be including only six faculties in this research. The finding of this research will only reflects the relationship between customer service training and the customers satisfaction on the population of this research. As such the findings cannot be generalized to other public institution of higher learning. The accuracy of data collected in this research is solely depend on the sincerity and the honesty of the respondents who have answered the questionnaire.

#### 1.12 Conclusion

This chapter discussed on the aim, objectives, hypotheses, significant and the scope of the study. It serves as a guideline for the entire research to explore on effectiveness of the customers service training provided to the front line staffs of UTM , Skudai and the level of satisfaction of the customers, in this contact students of UTM, Skudai.

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