

How To Get It Right – Malaysia Government Agencies Toward Service Quality

Azleen Ilias, Mohd Zulkeflee Abd. Razak

College of Business Management and Accounting, Universiti Tenaga Nasional

Abstract

With the rapid global growth in services industry has witnessed Malaysia government to explosively recognized service quality as an indicator to determine success rate in providing services as well as to be an excellent service provider. The unit of analysis of this study is Malaysia government agencies inclusive the State government, local authorities and statutory bodies. Challenges and failures will occur once the unperformed government agencies unable to deliver expected services to the perceived customers. Therefore, this study is concerning into the discussion of SERVQUAL dimensions and suggestions of recommendations by various researchers that can help the Malaysia government agencies to overcome those problems that appeared in every government agencies transactions.