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The Impact of Service Quality on Customers Satisfaction in the Department of Land and Survey in Amman, Jordan

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ABSTRACT:
This research is intended to find out the "Impact of Service Quality on Customers Satisfaction in the Department of Land and Survey which contains 32 offices covering all parts of the Kingdom of Jordan.We used the questionnaire as a tool to get information about the top above.The questionnaire has two parts: the first one consists of the paragraphs regarding the demographic factors and second one deals with service quality dimensions of the "SERVQUAL". The 5-point Likert -scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) is used for all responses.
Wedistributedthe questionnaires on a sample of 90 customers and got back 82 and the validones are 69. Statistical analysisis done byusing Statistical Package for Social Sciences (SPSS)to find out the impact of service quality on customer satisfaction. The conclusion of the research is that there is a significant impact of service quality on customer satisfaction.
KEYWORDS: Service Quality, Satisfaction, Tangibility, Reliability, Assurance, Empathy, Responsiveness.

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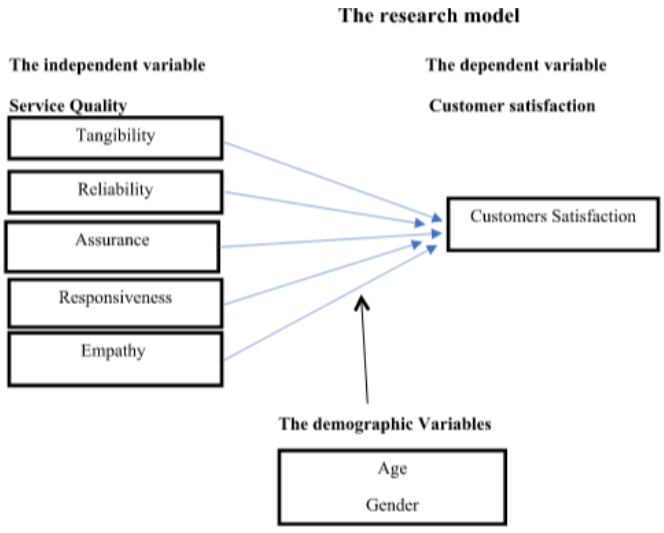
I. INTRODUCTION:

Service quality is the overall estimate of a service by the customers (Eshghi, et.al, 2008).It has been a frequently studied topic in the service marketing literature. The common issue in the previous studies was the measurement of service quality by using the SERVQUAL instruments: tangibility, reliability, responsiveness, assurance and empathy. In this study, wewill try to find out which dimension of service quality has the most impact on customer's satisfaction and which dimension of service quality is needed to focuson.

Research Problem:

In the last few years, there was a lot of criticismand debates on the department of Land and Survey in Amman-Jordan as to the corruption that was taking place there. On visiting the site and meeting with a number of customers, we could not find the truth. Some customers were complaining about the quality of services there and some others were happy with the services offered. Tofind out the truth we decided to use the dimensions of service quality that has the most impact on customers' satisfactionand write this research.



Research Hypothesis:

Ho: There is no impact of service quality on customer satisfaction at the Department of Land and Survey in Amman/Jordan at (α=0.05).

Ho1: Tangibility has no impact on customer satisfactionat the Department of Land and Survey in Amman/Jordan at (α=0.05).

Ho2: Reliability has no impact on customer satisfactionat the Department of Land and Survey in Amman/Jordan at (α=0.05).

Ho3: Responsivenesshas no impact on customer satisfactionat the Department of Land and Survey in Amman/Jordan at (α=0.05).

Ho4: Assurance has no impact on customer satisfactionat the Department of Land and Survey in Amman/Jordan at (α=0.05).

Ho5: Empathy has no impact on customer satisfactionat the Department of Land and Survey in Amman/Jordan at (α=0.05).

Ho6: There are no differences between service quality and customer satisfactionat the Department of Land and Survey in Amman/Jordan when it comes to demographic variables (Age, Gender) at (α=0.05).

Definitions of terms:

Table (1) Definition of terms

Dimensions	Definition
Tangibility	Appearance of physical facilities, equipment, personnel and written materials.
Reliability	Ability to perform the promised service dependably and accurately.
Responsiveness	Willingness to help customers and provide prompt service.
Assurance	Employees' knowledge & courtesy, and their ability to inspire trust and confidence.
Empathy	Caring, easy access, good communication, customer understanding and individualized attention given to customers.

Source: **Adapted from Zeithaml*et al.* (1990)**

II. LITERATURE REVIEW:

Service Quality: According toSurprenant and Solomon, (1987) service confrontations are human interactions. They suggest during and after service, encounters service providers and customers have a role to play which is based on interpersonal interaction between organization and customers.

As far as the public sector Gowan et. al. (2001) states that providing service in the public sector is more complex because it is not a case of meeting expressed needs, but of finding out unexpressed needs, assigning resources and publicly justifying, monitoring priorities, and showing causes for what has been done**.**According to PrabhaRamseook-Munhurrun, et.al, (2010),"The SERVQUAL model proposes that customers evaluate the quality of a service on five distinct dimensions: reliability, responsiveness, assurance, empathy, and tangibles**".**

A lot of research has been written on the subject of service quality and customer satisfaction but none of these on the Department of Land and Survey in Amman/Jordan. A study was conducted by KainatYousuf to measure the effect of tangibility, reliability, responsiveness, empathy and assurance on customer satisfactionin the banking sector of Karachion .His sample consisted of 403 customers who visited the banking sector of Karachion .He found that the strongest predictor of customer satisfaction was responsiveness (R2 =.53) followed by reliability (R2 =.51), tangibility (R2 =.48), assurance (R2 =.44) and empathy (R2 =.39).

Another research done by Sakhaei, F., et.al,(2014) to understand the impact of service quality factors of Internet Banking on customer satisfaction in Iran. The result was that the service quality dimensions had meaningful relationship with customer satisfaction in Internet Banking, and reliability has most relation and website design has least relation to customer satisfaction.

Customer Satisfaction

If expectations are higher than performance, then perceived quality is less than satisfactory and customer dissatisfaction occurs. Parasuraman, et.al, (1985), Lewis and Mitchell, (1990); And according to Kumar, (2012), Lombard,(2009) and Santouridis&Trivellas, (2010) customer satisfaction in services as the degree to which service performance meets the customers' expectations.Hussain, Nasser, & Hussain, (2014)emphasize "giving priority to customer's satisfaction to retain existing customers is less expensive than attract new ones".

The Department of Land and Survey

The Ottoman Land Law was issued in 1857, establishing the Department of Land and Survey in the Hashemite Kingdom of Jordan.The Department of Land and Survey (DLS) in the Kingdom has undergone remarkable historical stages, which have had a significant impact on the level of progress achieved by the Department in various fields of service provision related to land and survey services.

Under Article 139 of the Treaty of Lausanne, signed on 24-7-1923, the Emirate of Eastern Jordan obtained records and documents relating to private and public properties. The government then commenced its attempt to reorganize and overcome the existing difficulties. It issued the Land Liberation Bylaw and the Parcellation Law in 1923. In 1927, it issued the Land Liberation and Valuation Law. The name of the Department of Lands appeared on 30-9-1927, under which several departments (the Department of Survey, the Department of State Property, and the Departments of land Registration and Land Liberation) were merged into one entity; the Department of Lands.

In 1951 and 1952, the two departments of land and survey in the two banks (East and West Banks of the Jordan River) were merged. The Department of Land and Survey in the East Bank became responsible for all the 15 land registration directorates in the Kingdom.

The work was conducted using the Palestinian laws until the preparation of laws, where the law of settlement of land and water No. 40 of 1952 and other laws were completed. Most of these laws were issued in 1952 and 1953 and were applicable in the two banks.

During the following years, the department conducted surveying and settlement of rights and registration matters and expanded the opening of the land registration directorates until they became 32 registration departments covering all parts of the Kingdom. The two settlement teams also deployed to conduct the surveys and prepare the triangulation points that serve the work of the department. The department has taken great steps in the direction of development, modernization, and computerization of its work in recent years, which has had a significant impact on facilitating transactions for citizens and completing their work quickly and easily.

III. RESEARCH METHODOLOGY:

The study follows a descriptive and analytical approach where information about service quality and customer's satisfaction are briefly explained by referring to previous studies and history. The basic tool and the primary source for collecting information is the questionnaire. The secondary source forgetting information was obtained from published books, journals, and websites.

The questionnaire was distributed to a random sample of 90 customers at Department of Land and Survey in Amman/ Jordan. Statistical Package for Social Sciences (SPSS) softwarewas used to analyze the data ofthe 69 paragraphs in the questionnaire.

Study Population:

The population of this research are the customers (buyers, sellers and mediators of property) of the Department of Land and Survey in Amman/Jordan. They come from many different parts of the country with different ages and gender.

Unit of analysis

The participantswere randomly selected and data was collected from a sample of 90 customers.82customers responded to the questionnaire and only 69 were valid.

Reliability analysis and validity

Reliability test was doneto the questionnaire to measure the degree of consistency between multiple measurements of the variables. Cronbach's alpha is the most widely used measurement tool with a generally agreed lower limit of 0.7.The following Table provides an overview of the reliability results.

Table (2):The Reliability of Research

The Variables	The number of statements	Cronbach's Alpha
Tangibility	9	.887
Reliability	3	.760
Responsiveness	2	.911
Assurance	4	.932
Empathy	3	.859
Satisfaction	3	.760
Total	24	.950

As can be seen from this table, all the alpha coefficients were above the required level of 0.7.It ranged from 0.76 to 0.95 that means there is an internal consistency in the research variables.

Validity:
Convergent validity shows that the measurements that are measuring same construct are relatedand the discriminant validity shows that the constructs used are unique. University professors and experts in the field checked out the questionnaire and found it valid.

Limitations:
Customers of the Department of Land and Survey have misunderstanding in filling the questionnaires. Some were hesitant, others were suspicious, and some others were not interested even in taking the questionnaire. Time also was a crucial factor. By the time we prepare the questionnaire, we checked for reliability and validation, we distributed and collected, and doing research analysis time was passing by very quickly.

Statistical Analysis:

Statistical tests used are as follows:

a. Reliability Analysis, used to measure reliability using Cronbach alpha.
b- T- test, used to measure thesignificant of variables.
c. Regression analysis, used to assess how much independent variables have an impact on the dependent variables. It also gives an indication of the relative contribution of each independent variable.
d- ANOVA test, used to test the age attribution to variables.
E- One independent T- test, used to measure the gender attribution to variables.

Table (3): Statistics

		Tangibility	Reliability	Responsiveness	Assurance	Empathy	Satisfaction
N	Valid	69	69	69	69	69	69
	Missing	0	0	0	0	0	0
Mean		3.30	3.50	3.59	3.65	3.51	3.26
Mode		3[a]	4	4	4	4	4
Std. Deviation		.839	.975	1.085	.962	1.006	.982
Skewness		-.271-	-.381-	-.676-	-.830-	-.586-	-.449-
Std. Error of Skewness		.289	.289	.289	.289	.289	.289
Minimum		1	1	1	1	1	1
Maximum		5	5	5	5	5	5

Multiple modes exist. The smallest value is shown

Skewness for normality test :
All the constructs of this study are within the range of ±2.5 therefore, all of them fulfill univariate normality requirements.

Table (4):One-Sample Test

	Test Value = 0					
					95% Confidence Interval of the Difference	
	T	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Tangibility	32.715	68	.000	3.304	3.10	3.51
Reliability	29.812	68	.000	3.498	3.26	3.73
Responsiveness	27.474	68	.000	3.587	3.33	3.85
Assurance	31.543	68	.000	3.652	3.42	3.88
Empathy	28.963	68	.000	3.507	3.27	3.75
Satisfaction	27.593	68	.000	3.261	3.03	3.50

From one sample –T-test
p-value =1/2(sig.2-tailed)=1/2 (.000)=0
The p-value <0.05 ; the variables are significant.

Variable measurement

Main Hypothesis

Ho: There is no impact of service quality on customer satisfaction in the Department of Land and Survey in Amman/Jordan at (α=0.05).

A regression analysis was conducted to test the main hypothesis that **"Service quality has no impact on customer's satisfaction"**

Table(5):Ho model summary and multi regression coefficients

Model	R	R^2	Adj R^2	F	Sig	β	Std. Error	T	Sig.
(constant)	.825[a]	.680	.675	142.513	.000[b]	-.366-	.311	-1.177-	.243
Service quality						1.050	.088	11.938	.000

From the above table:

- In general, the model is significant (F=142.513, p-value=.000[b]<0.05) with R=.825[a] andR2= .680 suggesting that the independent variables can explain %68.0 of the variability in dependent variable.
- The null hypothesis is rejected according to the P value which is .000<0.05 .

Ho1: Tangibility has no impact on customer satisfaction (α0=0.05).

Table(6): Ho1 model summary and multi regression coefficients

Model	R	R^2	Adj R^2	F	Sig	β	Std. Error	T	Sig.
(Constant)	.751[a]	.563	.557	86.482	.000[b]	.359	.322	1.115	.269
Tangibility						.878	.094	9.300	.000

According to the(p-value=.000) the null hypothesis is rejected.

- Tangibility has a significant impact on customer satisfaction (t=9.300, F=86.482,R2=.563,p-value=.000<0.05 with regression coefficient of.878.
- The regression results indicate that the predictor variable tangibility explains 56.1% of the variance in customer satisfaction.

Ho2: Reliability has no impact on customer satisfaction (α0=0.05).

Table(7): Ho2 model summary and multi regression coefficients

Model	R	R^2	Adj R^2	F	Sig	β	Std. Error	T	Sig.
(Constant)	.846[a]	.716	.712	168.866	.000[b]	.280	.238	1.176	.244
Reliability						.852	.066	12.995	.000

According to the (p-value =.000) the null hypothesis is rejected.

- Reliability has a significant impact on customers satisfaction (t=12.995, F=168.866, R2=.716,p-value=.000<0.05) with regression coefficient of.852.
- The regression results indicate that the predictor variable reliability explains 71.6% of the variance in customer satisfaction.

Ho3: Responsiveness has no impact on customer satisfaction (α0=0.05).

Table(8): Ho3 model summary and multi regression coefficients

Model	R	R^2	Adj R^2	F	Sig	β	Std. Error	T	Sig.
(Constant)	.611[a]	.374	.365	40.017	.000[b]	1.275	.328	3.892	.000
Responsiveness						.554	.087	6.326	.000

According to the (p-value=.000)the null hypothesis is rejected.

- Responsiveness has a significant impact on customers' satisfaction (t=6.326, F=40.017,R2=.374,p-value=.000<0.05) with regression coefficient of .554
- The regression results indicate that the predictor variable responsiveness explains 37.4% of the variance in customer satisfaction.

Ho4: Assurance has no impact on customer satisfaction (α0=0.05).

Table (9):Ho4 model summary and multi regression coefficients

Model	R	R^2	Adj R^2	F	Sig	β	Std. Error	T	Sig.
(Constant)	.561[a]	.315	.304	30.756	.000[b]	1.170	.390	3.003	.004
Assurance						.572	.103	5.546	.000

According to the (p-value=.000) the null hypothesis is rejected.

- Assurance has a significant impact on customer satisfaction (t=5.546, F=30.756,R2=.315,p-value=.000<0.05) with regression coefficient of .572.
- The regression results indicate that the predictor variable assurance explains 31.5% of the variance in customer satisfaction.

Ho5: Empathy has no impact on customer satisfaction (α0=0.05).

Table(10): Ho5 model summary and multi regression coefficients

Model	R	R^2	Adj R^2	F	Sig	β	Std. Error	T	Sig.
(Constant)	.572[a]	.328	.317	32.628	.000[b]	1.302	.357	3.652	.001
Empathy						.558	.098	5.712	.000

According to the(p-value=.000)value the null hypothesis is rejected.

- Empathy has a significant impact on customer satisfaction (t=5.712,R2=.328,F=32.628, p-value=.000<0.05) with regression coefficient of.558.
- The regression results indicate that the predictor variable empathy explains 32.8% of the variance in customer satisfaction.

The above results illustrate that the mostimpact of the reliability which is 71.6% on customer satisfactionfollowed by tangibility which is 56.3%, responsiveness which is 37.4%, empathy which is 32.7and assurance which is 31.5%.

Ho6: There are no differences between service quality and customer satisfaction when it comes to demographic variables (α0=0.05).

Age

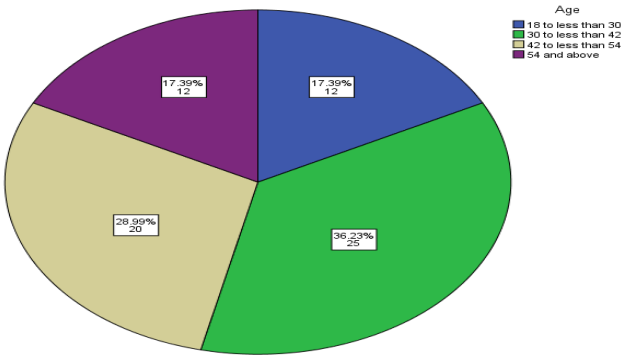


Figure (1)

Table (11):

The age range	percentage	Frequency
18to less than 30	17.39%	12
30 to less than42	36.32%	25
42 to less than54	28.99%	20
54 andabove	17.39%	12

ONEWAY Satisfaction BY Age/Statistic Descriptive /Missing Analysis.

Descriptive

Table (12):Satisfaction

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18 to less than 30	12	2.92	1.288	.372	2.10	3.74	1	4
30 to less than 42	25	3.39	.966	.193	2.99	3.79	1	5
42 to less than 54	20	3.32	.994	.222	2.85	3.78	1	5
54 and above	12	3.25	.622	.179	2.86	3.64	2	4
Total	69	3.26	.982	.118	3.03	3.50	1	5

ANOVA

Table (13):Satisfaction

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.881	3	.627	.640	.592
Within Groups	63.646	65	.979		
Total	65.527	68			

According to the (p-value= .592>0.05) the null hypothesis is accepted.
So from the above table, there are no significant differences that can be attributed to age (p=.592>0.05).

Gender

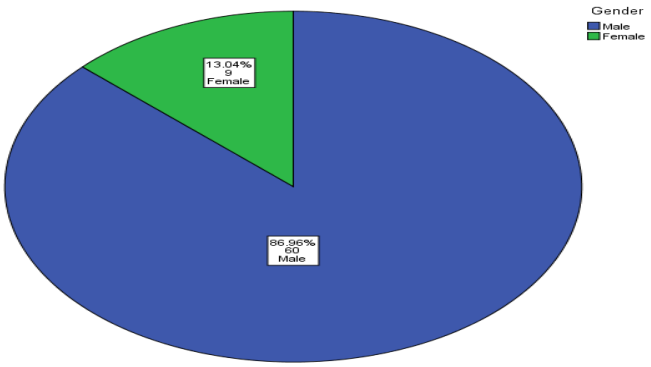


Figure 2

Table: 14

Gender	Percentage	Frequency
Male	86.96%	60
Female	13.04%	9

Table (15):

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction	**Male**	60	3.29	.972	.126
	Female	9	3.04	1.073	.358

Table (16): Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Satisfaction	Equal variances assumed	.206	.651	.731	67	.467	.257	.352	-.445-	.960
	Equal variances not assumed			.679	10.072	.512	.257	.379	-.586-	1.101
	Female			9	3.04	1.073		.358		

According to the (p-value= 0.65>0.05) the null hypothesis is accepted.
As a result to the above table, there are no significant differences that can be attributed to gender (p-value=65.1>0.05).

III. CONCLUSION:

Based on this research that conduct to figure out which dimension of service quality have the most impact on customer satisfaction and which one have the least in the Department of land and Survey in Amman/ Jordan. TheSERVQUAL model was usedto measure the five dimensions: tangibles, responsiveness, empathy, assurance, and reliability and the results of analysis above illustrate that themostaffect of the reliability, which is 71.6% on customer satisfaction followed, by tangibility that is 56.3%, responsiveness that is 37.4%, empathy that is 32.7% and assurance 31.5%.

Recommendations and Future Research:

We recommended that the decision makers in the Department of Land & Survey should pay attention to the assurance dimension thatare related toCaring: easy access, good communication, customer understanding and individualized attention given to customers.Empathy also should be taking care of because of its relation to the employees' knowledge and courtesy and their ability to inspire trust and confidence**.**

In regards to further research, customers tend to change their attitudes overtime, which means their judgments towards certain concepts might change with time, therefore other variables can be re-tested to gain a deeper understanding of customers' satisfaction. Finally, researchers should aim to be more focused in their research.

In this paper, we used only the Department of Land and SurveyinAmman/Jordan to deal with the impact of service quality with its elements (Tangibility, Reliability, Assurance, Responsiveness and Empathy) on the consumers' satisfaction. First, we hope other researchers would tackle the same variables with organizations other than the one we dealt with. Moreover, we wish we could replicate this study in the future with the same organization and the same employees to check whether we can get the same results.

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