

Abstract of thesis presented to the Senate of Universiti Malaysia Terengganu in fulfillment of the requirements for the degree of Doctor of Philosophy

**SERVICE QUALITY ANALYSIS ON THE SATISFACTION OF HALAL
TRANSPORTATION IN MALAYSIA**

NIK MUHAMAD AFIZ BIN HAROM @ JUNOH

JUNE 2024

Main Supervisor : Dr N. Muhammad Aslaam Bin Mohamed Abdul Ghani, Ph.D

Co-Supervisor : Dr Izyan Munirah Binti Mohd Zaideen, Ph.D

School/Institute : Faculty of Maritime Studies

The land transportation service industry in Malaysia, particularly within the Halal transportation sector, has gained significant importance due to evolving market trends and research opportunities. This study evaluates the impact of service quality dimensions namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy on customer satisfaction in Halal transportation services. A quantitative research approach was employed, involving a survey of 384 users of Halal transportation services across Malaysia. Data were analyzed using IBM SPSS-AMOS version 21.0 and Structural Equation Modeling (SEM) techniques. The results reveal that all service quality dimensions significantly influence customer satisfaction, with Tangibles, Assurance, and Responsiveness standing out as particularly strong predictors. Additionally, the study identified significant moderating effects of demographic factors, including gender, age, position, marital status, years of experience, and educational background. These findings suggest that service providers can more effectively meet customer needs by tailoring their strategies according to these demographic insights. Overall, the study underscores the high level of service quality and customer satisfaction within Malaysia's Halal transportation sector, offering valuable insights for enhancing competitiveness and building trust in the market.

Abstrak tesis yang dikemukakan kepada Senat Universiti Malaysia Terengganu sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

**ANALISIS KUALITI PERKHIDMATAN TERHADAP KEPUASAN DI
DALAM KALANGAN PENGANGKUTAN HALAL DI MALAYSIA**

NIK MUHAMAD AFIZ BIN HAROM @ JUNOH

JUN 2024

Penyelia : Dr N. Muhammad Aslaam B. Mohamed Abdul Ghani, Ph.D

Penyelia Bersama : Dr Izyan Munirah Binti Mohd Zaideen, Ph.D

Fakulti/Institusi : Fakulti Pengajian Maritim

Industri perkhidmatan pengangkutan darat di Malaysia, terutamanya dalam sektor pengangkutan Halal, telah mendapat kepentingan yang ketara disebabkan oleh perubahan trend pasaran dan peluang penyelidikan yang semakin berkembang. Kajian ini menilai analisis dimensi kualiti perkhidmatan, iaitu Tangibiliti, Kebolehpercayaan, Tindak Balas, Jaminan, dan Empati terhadap kepuasan pelanggan dalam perkhidmatan pengangkutan Halal. Pendekatan penyelidikan kuantitatif telah digunakan, melibatkan tinjauan terhadap 384 pengguna perkhidmatan pengangkutan Halal di seluruh Malaysia. Data dianalisis menggunakan IBM SPSS-AMOS versi 21.0 dan teknik Pemodelan Persamaan Struktur (SEM). Hasil kajian menunjukkan bahawa semua dimensi kualiti perkhidmatan memberi kesan yang signifikan terhadap kepuasan pelanggan, dengan Tangibiliti, Jaminan, dan Tindak Balas muncul sebagai peramal yang paling kuat. Selain itu, kajian ini juga mengenal pasti kesan moderasi yang signifikan daripada faktor demografi, termasuk jantina, umur, kedudukan, status perkahwinan, pengalaman kerja, dan latar belakang pendidikan. Penemuan ini mencadangkan bahawa penyedia perkhidmatan boleh memenuhi keperluan pelanggan dengan lebih berkesan dengan menyesuaikan strategi mereka berdasarkan pandangan demografi ini. Secara keseluruhan, kajian ini menekankan tahap kualiti perkhidmatan

dan kepuasan pelanggan yang tinggi dalam sektor pengangkutan Halal di Malaysia, menawarkan pandangan yang berharga untuk meningkatkan daya saing dan membina kepercayaan di pasaran.

ACKNOWLEDGEMENTS

Alhamdulillah, thanks to Allah S.W.T for the blessings, good health, and strength to complete this thesis journey. I am immensely grateful to my beloved parents for their understanding, endless love, courage, financial support, and everything they have provided. I extend my sincere gratitude and special appreciation to my supervisor, Dr. N. Muhammad Aslaam bin Abdul Ghani, and co-supervisor, Dr. Izyan Munirah, for their guidance, advice, support, patience, unlimited creative ideas, and constructive criticism. I must express my profound gratitude to my mother and late father for their unfailing support and continuous encouragement throughout my years of study. This accomplishment would not have been possible without them. Special thanks to the staff of the Faculty of Maritime Studies (FMS) for their sincere correspondence, tolerance with my requests, and provision of facilities during laboratory work periods, which greatly facilitated my journey in completing this study. Additionally, I wish to express my gratitude to all my colleagues for their unwavering friendship, help, encouragement, and moral support. This accomplishment would not have been possible without them. May Allah's blessings always be with them. Thank you.