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AN EMPIRICAL STUDY OF INDUSTRIAL SOLID WASTE COLLECTION IN SHWE PYI THAR INDUSTRIAL ZONE, YANGON

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Abstract

Awareness of customer perception of service quality is a significant determinant of success for service organizations. This study aimed to investigate customer perception of service quality of the industrial solid waste collection service in Yangon, Myanmar and test the validity of the measurement scale of the SERVQUAL model in this context. Samples were collected using the convenience sampling technique in Shwe Pyi Thar Industrial zones in Yangon. Confirmatory factor analysis was applied to examine the function of the SERVQUAL model, and gap score analysis was performed to evaluate service quality. The results showed that the model was fit to measure service quality. Furthermore, a significant difference was identified between respondents' expectations and perceptions, and service quality scored low in all dimensions. The respondents shared eight suggestions to improve service quality.

Keywords: confirmatory factor analysis, customer satisfaction, service quality, SERVQUAL model, solid waste

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