



FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA

TITLE OF THE STUDY

A STUDY ON THE EFFECTIVENESS OF SERVICE DELIVERY
SYSTEM TOWARDS CUSTOMERS SATISFACTION: A CASE
STUDY AT ROAD TRANSPORTATION DEPARTMENT (RTD)
OF MELAKA

NAME OF STUDENTS

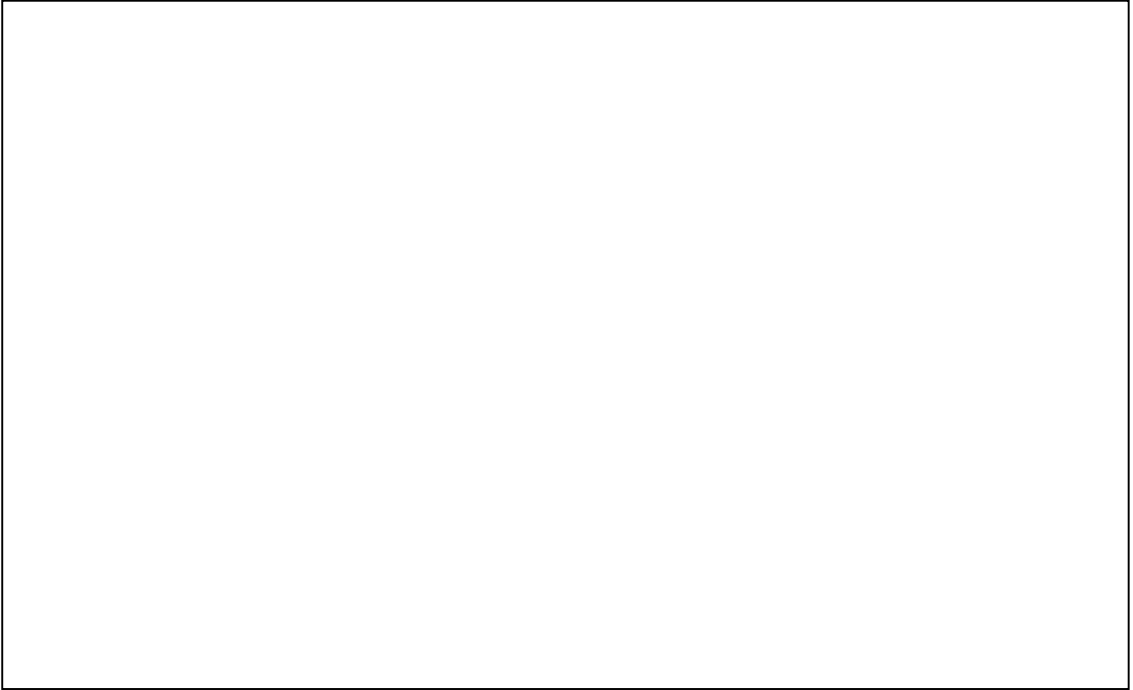
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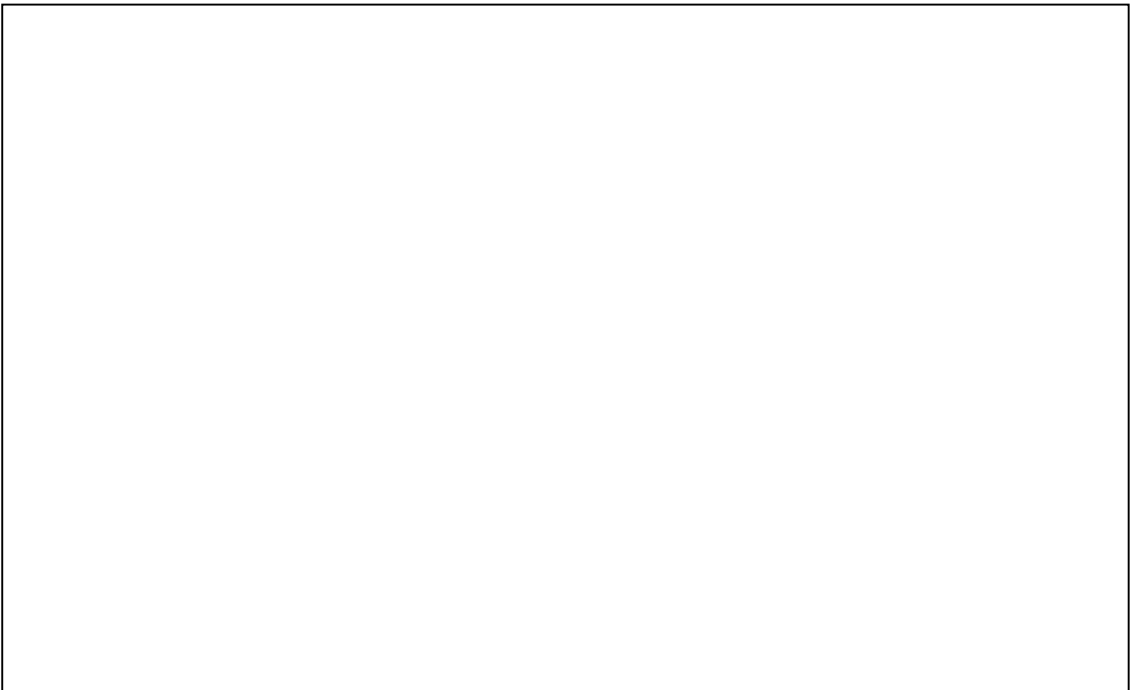
PUAN MARNI BINTI HJ. GHAZALI

MARCH – JULY 2013

Supervisor's Comments

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Moderator's Comments

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ACKNOWLEDGEMENT

Thank to Allah the God of entire people and peace upon the master and seal of the prophets and all his family and companions. First of all, we wish to express our immerse gratitude to our dedicated and knowledgeable supervisor: Puan Marni Hj. Ghazali, who never failed to direct and supervise us throughout this study. Also motivate us when we would not get enough explanation. This research would not be what it is had if we not had the good fortune to work with her. However, we also appreciated to Puan Khairiyah Binti Hj.Md. Shahid, and Puan Yuhanza Binti Othman, who help us on give an ideas and guides. Our thanks are also extended to our classmates for their interest and help for taking time to read the script in its draft stage and for their comments.

Many reviewers are played a very active role in developing this research. They were asked to take an especially detailed and critical approach to the manuscript, and their positive imprint can be found in many parts of the finished product. Of course, any and all errors of omission, interpretation, and emphasis remain our responsibility. Also, we want to extend our grateful appreciation to the lecturers in Faculty of Administrative Science and Policy Studies, UiTM Kampus Bandaraya Melaka.

Last but not least, we very warm thank to our family, without their encouragement, understanding and advice throughout the preparation of this research. We would like to convey our gratitude and appreciations to any individual or group that directly or indirectly provided necessary cooperation to us during the entire process of doing this dissertation. May Allah's peace be upon all of us.

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CLEARANCE FOR SUBMISSION OF THE RESEARCH BY THE SUPERVISOR

LETTER OF TRANSMITTAL

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Dear Puan Khairiyah

Submission of Research Report

Regarding the above subject matter, we hereby submit our research report entitle "A Study on the Effectiveness of Service Delivery System towards Customers Satisfaction: A Case Study at Road Transportation Department Melaka (JPJ)" as requirement for the completion of Applied Research Project (ADS555) subject for your kind perusal and retention.

Thank you.

Yours sincerely,

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THE ABSTRACT

Abstract

The development of public administration not only contributes to the modernization of the public service but has also educated the public. Public expects the civil service to fulfil their needs in the best tune. Therefore, the quality of the services given by the public service, in all aspects, need to recognize the customers' expectation. Realizing the important of improving the public service, this paper aimed to investigate the customer's satisfaction towards service quality in the counter of the local authority. Even though the operation of each local authority followed the same operating procedures, but still the satisfaction rendered to the customers differ. With the intention of understanding and assisting the state government to improve their services, we decided to focus our study in the Road Transportation Department (RTD) of Melaka. The main objective of this study is to measure the effectiveness of services provided at the counter. The data were collected cross-sectionally. The scope concerning services delivery system at the counter and online services were selected to be the predictor of the dependent variable, which influences customer's level of satisfaction.