



**MEASURING CUSTOMER SATISFACTION TOWARDS  
SERVICES OFFERED BY UNIT PENDAFTARAN  
KONTRAKTOR (UPK)**

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**OCTOBER 2005**

## ACKNOWLEDGEMENT

I am indeed most grateful for the inspiration, support and wisdom provided by many people to bring this project paper into being. My deepest and greatest appreciation goes:

- ◆ To my Project Advisor, Encik Abang Zainoren Bin Abang Abdurahman for his invaluable guidance, patience, generous support and advice that enable me to complete this project paper on time.
- ◆ To my Project Supervisor, Encik Joseph Belayong who has given me a lot of encouragement and assistance in writing this project paper. I am also indebted to the staff of SFS Office to whom I seek for comments and suggestions and to my own staff of Finance Section, State Financial Secretary's Office, Kuching, Puan Norzalina Bt Samad and Cik Hairani Mohd Ismail for your commitment and understanding is most remembered and appreciated.
- ◆ To my Head of Section, Encik Andrew Mikol Diot who is very patience in handling and understanding the problems faced by the part time student like me.
- ◆ My special thanks to all lecturers, who have taught me throughout the degree programme in Business Administration (Honours) majoring in Marketing, and also to my friends, Agnes Ak Mangu, Ronnie Bt Mahlie and Zuliana Hamdan who have given me support and encouragement in completing this paper.
- ◆ Lastly to my dear husband, Abdulrahman Matjeraie Bin Taim and my parents, brother and sisters - your love, understanding, sacrifice and endurance gave me the strength and inspiration. Family is the most important institution in life.
- ◆ To all of you, may ALLAH bless you always.

Sincerely

**SHARLINA BT MUSHAR**

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## **ABSTRACT**

Determining customer satisfaction is fundamental to effective delivery of services. Successfully being able to judge customers' satisfaction levels and to apply that knowledge potentially gives an advantage over competitors. Given a vital role of customer satisfaction, one should be surprised that a great deal of research has been devoted to investigating the process by which customers form judgments about a service experience.

This study is focused on measuring customer satisfaction, the research constitutes the questions, which are first, are the customers satisfied with the current method of manual registration provided by UPK. Second, are the customers satisfied with the level of quality service provided by UPK. It is considered as strongly agree, agree, don't know, disagree and strongly disagree. Third, will UPK be able to enhance the efficiency in providing the service to the contractors and finally, of all the indicators used to measure customer satisfaction, which one of them is the most important in relation to UPK. The respondents consist of 105 males and 30 females.

The survey research methodology was selected. It was chosen, as time was a critical factor. This study was conducted at UPK Kuching. The research instrument used in this study was the questionnaire. The questionnaire consists of three main sections: Section A, Section B and Section C and all the items are close-ended. The data, which had been collected, is analyzed through statistical package for social sciences version 13 (SPSS) and Microsoft Excel. Several recommendations are put forward based on the findings so as to improve the present management system and to be more effective and competitive.

## 1.1 Background Of The Study

As the world moves towards a global economy, the service sector has become a very significant contributor. "Any major economy that isn't competitive in the services sector isn't competitive internationally", says Welfram Grubler, an economist at the German Economics Institute in Cologne, Germany.

Therefore, for most government departments or agencies today, keeping up or improving services offered to their customers is a necessity. Improve services meaning improve the satisfaction of their customers. A human nature of needs and wants can never fully satisfy with limited resources. In regard to this problem, the management of UPK should monitor the satisfaction of contractors and their own staff.

Minimizing the dissatisfaction of contractors and staffs are very important because they are their core customers. Without them, UPK will not have existed at all. Furthermore, if the customers, especially the contractors are dissatisfied, this will give a bad image to UPK as a government department especially now that the government is doing whatever it can to upgrade the service provided to the public.

As for UPK, keeping their customer satisfied is their main priority. Since their establishment in year 1997, UPK continued to expand, modernize and improve their quality of service when finally they successfully to be ISO certified in year 2000. The core service provided by UPK is the issuance of contractors' license in order to enable them to participate in government tenders in the State.