

# **INTERNSHIP REPORT 2021**

## **CASE STUDY FOCUSING ON SERVICES PROVIDED BY GLOBALART BANDAR SIERRA IN KOTA KINABALU, SABAH**

**STUDENT'S NAME : SUSILAWATY BINTI INDERAN  
(2017107341)**

**COMPANY'S SUPERVISOR : NURITA UNDI**

**FACULTY'S ADVISOR : FARIDAH MOHD SHAH**

# COMPANY PROFILE

**01 Company Background**

**02 Company Vision**

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# COMPANY BACKGROUND

## YEAR ESTABLISHED : 2017

Promoting art and creativity among the young learners in art to explore and develop their artistic skills and creative thinking.

Designed with the state of the art of teaching and learning environment and their professionally trained instructors with ready to inspire learners to become creative thinkers.

Teach students to be critical, confident and independent in learning.

## “MISSION”

Art should have a special place in our educational systems is truly dedicated to explore and develop the human intellect and creativity.

## “VISION”

Towards a better world by embracing creativity and innovation

# COMPANY PRODUCTS/SERVICES PRODUCTS

## COMPANY PRODUCTS/SERVICES PRODUCTS

### A) Junior (age 3 & 4)

Give knowledge and confidence to customers by providing activities which will develop of early literacy and the social skills.

### B) Foundation & pre basic (age 5-7)

Enable students to imagine, think & analyze within the system to progress creatively & intelligently.

A part of progressive fun and creative drawing lessons, learners to develop students penciling skills and personal style beside exploring multiple subjects through observation drawing 'technique' by using lines, shapes, grids and perspective drawings.

### C) Basic (age 7-9)

Knowledge of creative drawing, using subjects of fruits & animals students will explore a series of story based themes to create their own original illustrations.

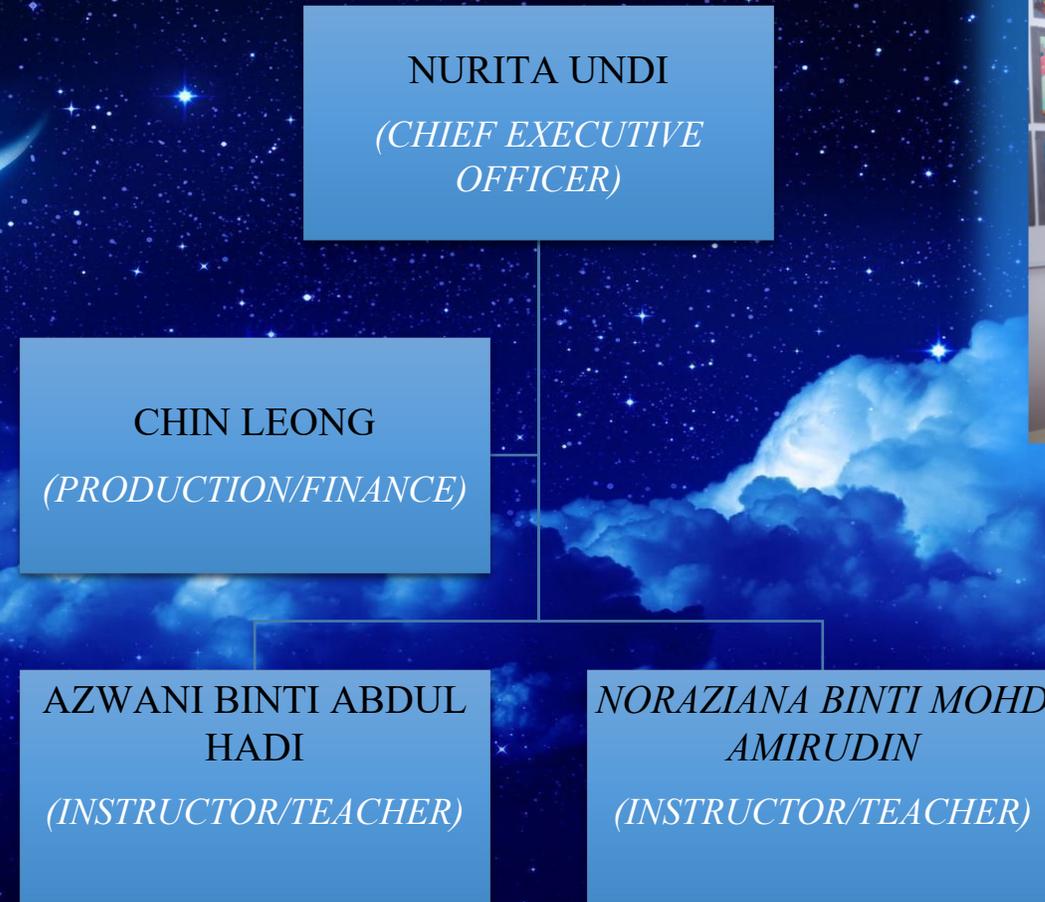
### D) Intermediate (age 10-12)

Introduction to Intermediate drawing by using human facials ad figures expressions for students to explore a series of human activities based on themes to create their own original illustrations and posters.

### E) Advance (age 13 & above )

Explore a series of Visualisation Skills through the study of Composition, Sketching, Drawing and Shading technique in our Creative Drawing Course, followed by the studying of Painting & Coloring techniques by using water based mediums in Creative Painting Course.

# ORGANIZATIONAL STRUCTURE



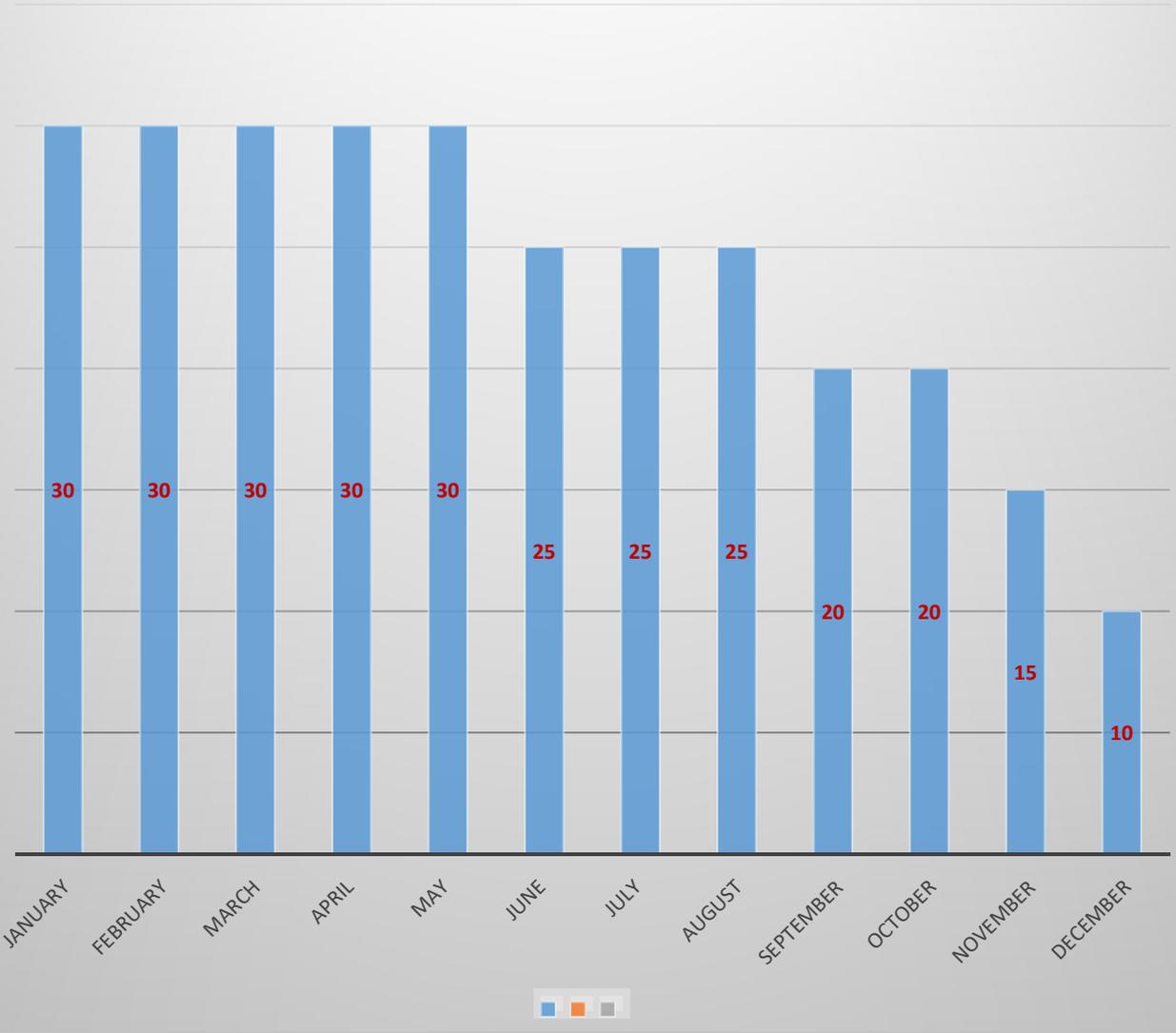
# ISSUES IDENTIFICATION

Customer service quality should be in good performance in each firm. The excellent customer service are very crucial in order to satisfy the customers by continuously monitor the performance of customer service as it will reveal the level of customer satisfaction towards the service provided to them.

Customer service quality in Globalart Bandar Sierra is always having problem such as employee late to respond from customers related with services provided and employee did not give enough details about information related. These are including on how they build the customer satisfaction loyalty and doing market share. This is the one of reason why they hard to achieve target market. There are no stable marketing strategy to attract customers join in their service. Although the communication workers to customers are not in the proper ways. This is because a good communication skills should be apply to show a good customer service quality in each company.

Thus, this research would like to identify the solution for the service issues encounter by Globalart Bandar Sierra so that the company able to enhance their service performance and the customer experience.

**Graph 1: Total Number of Customers that Received per Month**



Number of Customers

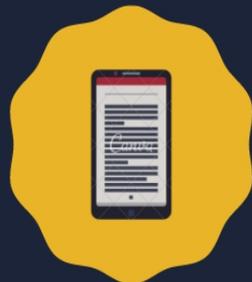
Month

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## RESEARCH QUESTIONS

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- i. How the customer service quality factors influence customer intention towards service provided in Globalart Bandar Sierra?
- ii. What is the most important factor influence customer service quality towards service provided by Globalart Bandar Sierra?
- iii. What are the best solution to improve customer service quality in Globalart Bandar Sierra?

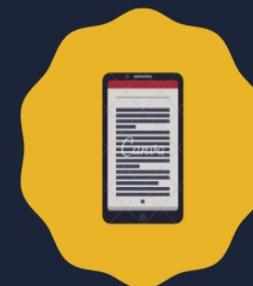


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## RESEARCH OBJECTIVES

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- i. To determine customer service quality factors influence customer intention towards service provided in Globalart Bandar Sierra.
- ii. To identify the most important factor influence customer service quality of service provided in Globalart Bandar Sierra.
- iii. To identify the best solution to improve customers service quality in Globalart Bandar Sierra.



# SCOPE OF STUDY

The scope of study focused on the customers service performance at Globalart Bandar Sierra in Sabah. This study will be conducted to the sample in investigate their opinion and perceptions towards services performance a Globalart Bandar Sierra in Sabah. The analysis will be conducted by using the primary and secondary data that have been collected.

The unit of analysis is individual which the target of group been comprises which are men and women as the main respondents. The samples of men and women are both from the age around 25 above. This study in samples will reveal customers service performance at Globalart Bandar Sierra in Sabah. The study will be carried out in Kota Kinabalu and conducted through interview.

# RELEVANT LITERATURE REVIEW

A performance in each organization meets or exceeds each expectn, a customer will be satisfied and also they like to do repurchase and will recommend the products or service to others.

(Gronholdtet, 2000)

## 5 DIMENSIONS OF SERVQUAL

- ✓ TANGIBLES Refers to the appearance of the physical faculities, equipment, personnel and communication material.
- ✓ RELIABILITY Refers to the ability to perform the services promised on a consistent and accurate basis.
- ✓ RESPONSIVENESS Refers to reflect the willingness to help customers and provide immediate service.
- ✓ ASSURANCE Refers to knowledge and courtesy of employees and their ability to inspire trust and confidence.
- ✓ EMPATHY Refers to caring, individualized attention to the firm provides its customers.

# **LITERATURE REVIEW**

## **CUSTOMER SATISFACTION**

A person feeling of how they react the product or service or disappointment that a result from comparing a such product or service perceived performance or outcome to their expectation called as customers satisfaction.

(Kotler, 2013)

The number of customers or can be the percentage of total customers, which is reported by an experience with an organization products or services exceed the specified satisfaction goals are the way how customer satisfaction be measured.

(Cadotte, 2000)

# RESEARCH METHODOLOGY

## SOURCES OF DATA

### PRIMARY DATA

A qualitative approach will be used to collect some information by doing some observation and interview the respondents that related to the topic.

### SECONDARY DATA

Academic journals and articles from past research related to the topic and will be used to collect data as secondary data.

## SAMPLING

### POPULATION

This study will focus on the service that provided by Globalart Bandar Sierra and customers as the ,ain respondents of this study

### ELEMENT

Verbal interviews are conducted to the respondents in Kota Kinabalu area, who are parents that sending their kids in Globalart.

### SAMPLE FRAME

The sampling frame will be random people but it is fit to the criteria of the elements.

# FINDINGS AND ANALYSIS

## STUDENT RECRUITMENT

From the observation and verbal interview, there are several issues and factors contributing to the services.

### PROMPT SERVICE (LONG RESPOND TIME)

Here is when customers sending queries through social media (personal messages). Social media such as Facebook keep receiving messages from customers asking many questions to get information related products and services offered. However, the admin of social media account was slow to respond to these queries which will be result unsatisfied customers.

### THE LOW OF CUSTOMERS AWARENESS

Customers in Globalart Bandar Sierra mostly come in nearest area in Bandar Sierra. So here, the location of this company is strategic but his company is not well known to the people.

### MARKETING METHODS

The marketing methods used by Globalart Bandar Sierra are limited to social media and website. Therefore, the ideas in provided by the employees are quite sensible, however it can not be implemented due to the limited marketing budget.

# FINDINGS AND ANALYSIS

## PRODUCT KNOWLEDGE

This refers to the employees who do not communicate accurately to the customers. From the case of Globalart Bandar Sierra, this is due to the willingness of the employees themselves to learn more about products and services that are offered by the company.

## PROMPT THE SERVICE

Customers have to wait for a long time and something did not receive the response to get the service. One of the factors that contribute to the issue is inadequate employees as such employees will entertain each customer.

# DISCUSSION

## EXCELLENT CUSTOMER SERVICE

VERSUS  
**POOR CUSTOMER  
SERVICE**

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COMPARING THE 2 TYPES OF CUSTOMER

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### EXCELLENT CUSTOMER SERVICE

80% of customers are said the experience of a company provided is as important as the products and services.

85% of service decision makers said emerging technology are transforming customers expectations by their service company.

83% of service decision makers said their firm customers service have to transform in order to stay in competitive.

### POOR CUSTOMER SERVICE

56% of customers will never use the company product or service again.

52% of customers will not tell their family and friends about the experience by using service by a company.

52% of customers will escalate to the company supervisor or the manager by experience the company services.

# **BENEFITS OF HAVING AN EXCELLENT CUSTOMER SERVICE IN AN ORGANIZATION**

**REDUCE MARKETING  
EXPENSES**



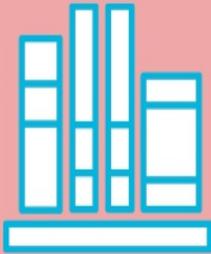
**DEVELOP BRAND  
AWARENESS**

**ENHANCE CUSTOMER  
LOYALTY**



**IMPROVE COMPANY  
IMAGE**

# RECOMMENDATION



## USING TECHNOLOGY METHOD

In order to expand the company market, a company should using the new technology methods especially to promote products and services.

## EMPLOYEES CAPACITY SHOULD ENOUGH

By increasing the number of employees in a company, many consultation of each department can be cover.



## ENHANCE COMMUNICATION SKILLS

To interact with customers, communication is very important especially when promote the business. In giving a details about the business, it should be in clear and correct ways to explain.

## CUSTOMER FEEDBACK

By receive customer feedback, a company an monitor the level and know the weakness of the company. Although, customers will feel satisfied with the services that will be improve.



## USING THE ORIGINAL MATERIAL

Globalart should used the original material for student in classroom. Company have to order from HQ the materials needed with enough quantity.

# CONCLUSION

Today, education learning is very important not also for adults but also for children. So, it is better for parents thinking about their child education since their child at pre school. To make customers satisfaction, a company should come out with excellent services. Globalart Bandar Sierra need to understand on how to make customers value the quality of services they offer. Therefore, Globalart Bandar Sierra not also to improve their customers satisfaction but also the quality of their service provided.

# SIGNIFICANCE



## **GLOBALART BANDAR SIERRA**

Deliver the right service  
to customers.



## **RESEARCHER / FUTURE RESEARCHER**

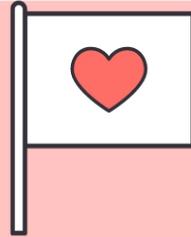
To complete their  
degree projects.  
as a guideline and  
reference for future  
research



## **PUBLIC**

As a reading materials  
related to the topic. To  
recognize the important of  
customer service in a  
company.

# SELF-REFLECTION



As a final year in marketing student Universiti Teknologi Mara (UiTM), I was required to do internship in a organization that I choose

I got many experience during my internship. At first, I find that it is not easy to find a place to do internship. I face with many company that reject my request to do internship at their company. But, I did not give up, I try to search other company until I got one. For me it all about our effort to find a place. Here I want to deliver my gratitude to my lecturers, friends and family and thanks to Allah SWT because finally I find a place for internship.



For me I learn many new things and it is very quite challenging. But with my pray and keep patient, I finally can survive it.

Since doing my internship in this company, I able to practice all marketing theory that I have learn in UiTM since I was in part 1 until part 5. Yes, what my lecturers told me and teach me, I found it when I was in this company.

Marketing theory such as communication skills, promoting tools and customers satisfaction can be better if we do it with a correct ways. This is also a ways to keep relationship with customers.

Moreover, I have experience on handling many types of customers and I also found a type of customers that I never think I can get a type of customers like this. But alhamdulillah Allah still help me to handle this problems.



One more important thing is time management. As for my experience, it really requires me to do multi-tasking skill and all my task that given by supervisor need to finish before the due date. I learn here that time management is very important especially when we do more than one task. Beside, I can gain my knowledge since my supervisor and also employee there give me many information on how to handle customers and teach several new task related with the company



It is very challenging also when our internship is during Movement Control Order (MCO) where we have to work from home because of my place for internship is in red zone. That why at beginning I already prepare a positive mind and prepare early what have suppose to be prepare. Very tough to continue day by day until finish my internship. Nothing to worry actually when we create a confidence level in our mind and have to work hard. This internship program make me learning something which is give benefits for my future at least I already experience the environment working in a company.