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FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES



ADMINISTRATIVE REFORM OF MAJLIS BANDARAYA
MELAKA BERSEJARAH IN TERM OF PARKING SERVICE

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Declaration

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

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Abstract

Administration reform is an important on which organizational efficiency depends. It a process of result in efficient and effective public sector service structures, improvement of public sector operational performance and economic development. Implementation is a crucial stage in the sense that it can attribute to the desired changes and about what to do next, be it to continue or change. State structures, the prevailing administrative culture and the diversity of channels of advice have effects on the choice of reforms to be adopted and the feasibility of implementing certain types of reform in Majlis Bandaraya Melaka Bersejarah. The main purpose or objective this study To identify the development made by Majlis Bandaraya Melaka Bersejarah (MBMB) in term of parking services, to examine the customer satisfaction towards parking services provide by MBMB, to determine the effectiveness of coupon system provide by Majlis Bandaraya Melaka Bersejarah and to determine the administrative reform in Majlis Bandaraya Melaka Bersejarah in term of parking service. A random sample of 100 citizen of Malacca was use as samples. Data collections were analyzed by Statiscal Package of Social Science (SPSS 12.0). The findings show that, the analysis of the usage of coupon system in Malacca.

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