



UNIVERSITI TEKNOLOGI MARA (UiTM)

**An Evaluation of Effectiveness And
Efficiency of Services Provided by MPAG
(Majlis Perbandaran Alor Gajah)**

**Being a Thesis Submitted for the fulfilment of
Programme Bachelor of Corporate
Administration (Hons)**

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ABSTRACT

Customer Satisfaction is defined when a product and service meets or exceeds his or her satisfaction or in the other words, when a product meets a customer satisfaction, the customer usually satisfied. Customer Satisfaction is very important to an organization because it is generally assumed to be significant determinant of repeated of sales, positive word of mouth and customer loyalty.

The aim and objectives of this study is to determine the main factor that contributes to the effectiveness and efficiency relating to the customer satisfaction on the services provided by MPAG (Majlis Perbandaran Alor Gajah). The research paper outlines my findings, analysis and interpretation, which are based on the questionnaires and interview conducted. Judgmental and convenience sampling has been utilized with 60 respondents as the sample size. A self-administrated questionnaire was used as the survey instruments besides interview as the sources of primary data. By using the SPSS, results are analysed and finally conclusions and recommendations have been made according to the result from the findings.

The finding obtained shows that the majority of the customers were not very satisfied with the services offered but dissatisfactory feeling also occurred in certain

services. From the finding, the customers satisfied with the service provided, facilities or physical attributes and information quality. Majority of the customer dissatisfied with the courteous, attitude and treatment from the staff.

The findings suggest that greater promotional efforts can attract people and retain existing customers' as well as the relationship between customer satisfactions towards service quality offered by MPAG. This will help the organization to improve and maintain their reputation in providing an excellent service.

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