

**CUSTOMERS SATISFACTION ON THE NATIONAL
INSTITUTE OF LAND AND SURVEY'S (INSTUN) TRAINING**

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ABSTRACT

CUSTOMER SATISFACTION ON NATIONAL INSTITUTE OF LAND AND SURVEY (INSTUN) TRAINING – A CASE OF SUPPORTIVE GROUP

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The purpose of the study was to determine the level of customer satisfaction in National Institute of Land and Survey (INSTUN)'s training. The objectives of this study were to: 1) determine the trainees' reactions on training services performance, 2) measure customer satisfaction through the trainees' perception, 3) Determine the customer satisfaction in INSTUN.

A total of 70 participants of different location, level of academic, age and gender, and position were involved in the study. Data were coded and analyzed using Statistical Package for Social Science (SPSS). With regard to Objective 1 and 2, the overall respondents given good perception on the all performance attributes and the average of customer satisfaction level was 4.00 points. This performance equal has reached level in INTAN of customer satisfaction target. Nevertheless, improvement needs to be done especially in term of accommodation facilities, transportation facilities, environmental factor and bedroom's facilities. INSTUN should take account of these factors when it wants to choose the place for training next time.

Continuous improvement implies that business philosophies must change from meeting expectation to *exceeding* expectation. Exceeding customer expectation is a challenging goal, because customers continually revise and upgrade their expectation.

The result showed that, the majority of respondents were satisfied with INSTUN's services, and some of them give maximum scores. This situation reflect the concept what INSTUN used. The total quality management (TQM) approach and focus on customer satisfaction, which apply in INSTUN really gave efficient result. 100% of the respondents expressed, they have benefited from attending the course and agree to recommend the course to other people. Customer satisfaction is a major component of the development of quality management process. The customer drives the process by establishing the expectation, standard, and requirements. The focus is on adding value to service from the customer's perspective.

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