



**A STUDY ON CUSTOMER SATISFACTION
TOWARDS COUNTER SERVICE PROVIDED
BY POS MALAYSIA BERHAD**

“ A CASE STUDY AT ALOR SETAR KEDAH ”

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ABSTRACT

Post Office, Pos Malaysia, Alor Setar is General Post Office at Alor Setar. It has been established in Kedah on 1992. It has service that been one of the well-known outlets of many services to the residents of Alor Setar area. This research studies the customer's satisfaction, which could give some idea to Post Office, Pos Malaysia Alor Setar regarding its counter service management. The aim of this study is to find out how far Post Office, Pos Malaysia Alor Setar customer are satisfied wit the counter service provided by Pos Office, Pos Malaysia, Alor Setar. Several factors are related such as the services provided, the problem that occur during dealing with counter service, the staff management in doing task given, efficiency and effectiveness, timeliness and convince infrastructure such as chair for waiting the service, desk to fill the form and also air conditioner to give customer comfortable while waiting to be serve

Literature review is conducting to obtain the information and overview regarding to the quality of the counter service provided in Post Office, Pos Malaysia Alor Setar. The research paper outlines, the interpretations of data and findings analysis, which based on the questionnaires and interview conducted. Convenience and judgment sampling has been utilized in 30 respondents as the sample size. A self-administered questionnaire was used as the survey instruments besides interview as the sources of primary data. By using the SPSS, results are analyzed and besides that, conclusions and recommendation have been made according to the results from the findings. Finally, respondents and from the point of view through the observation as a step to improve the counter service quality in the Post Office, Pos Malaysia Malacca.

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Letter of Submission

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Dear Sir,

SUBMISSION OF PROJECT PAPER

I would like to refer the matter as above.

In order to fulfil the course requirement for BCA (Hons), I would like to submit my project paper entitled "A Study on Customer Satisfaction Towards Counter Service provided by Pos Malaysia Berhad. I hope this project paper will fulfil the course requirement.

Your kindness to accept this project paper is very much appreciated.

Thank you.

Yours sincerely,

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