



UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING CUSTOMER
SATISFACTION:
CASE OF KOTA SAMARAHAN DISTRICT OFFICE**

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ABSTRACT

Customer are important stakeholders in organizations and their satisfaction is a priority to management. Organizations are mostly offering a service to the customer. The quality of the service has become an aspect of customer satisfaction where it may be affected by different factors. The purpose of this study is to know the factors that influencing customer satisfaction on Samarahan District Office service and quality, where the feedback and suggestions from customers can help SDO to improve the quality and efficiency of the service in order to achieve their goal and also meeting the customer satisfaction level. Non-probability sampling technique was used to collect the quantitative data from people at Samarahan area to get their satisfaction levels. The primary data of this study was gathered by distributing 381 survey questionnaires to respondents at Samarahan area. The Cronbach's Alpha Reliability test, which can ensure high reliability result was conducted on every variable, Descriptive Analysis which using the mean to find the most factor that influence customer satisfaction, Pearson Correlation Analysis and Multiple Linear Regression Analysis was used to test the hypothesis. The study shows the results for the relationship between all variables (service, time and feedback, location and transparency) and the customer satisfaction but quality and officer expertise are not really influence and affected by the dependent variables. Meanwhile the results shows that location has the highest mean which describe that customer prefer a strategic location for SDO at Samarahan area. This finding shows that not only service and quality that could lead to customer satisfaction in service sectors. This study also contributes to existing theories by confirming or adding value to the relationships that are involved in customer satisfaction.

Key words: Customer, Customer Satisfaction, Service Sectors, Service, Quality, Location, Transparency, Time and Feedback, Officer Expertise

CHAPTER 1

INTRODUCTION

1.0 Introduction

The objective of this research study is to examine the impact of service towards customer satisfaction, to examine the impact of service towards customer satisfaction, to identify the factors influencing customer satisfaction and to identify suggestions and recommendations to increase productivity of Samarahan District Office. This chapter consists of research background, problem statement, research objective, research question, theoretical framework and hypothesis, significance of this study, definition of terms and scope of the study.

1.1. Background

On August 19, 1983, Small District of Muara Tuang been upgraded to the new District which is District Office Samarahan and chaired by the District Officer. He is responsible for administering Samarahan area is an area of 407.08 square kilometers with a total population of 58,800 people (Source: Population Estimates 2009, Sarawak Yearbook of Statistics 2009). Strategic location just 32 km from Kuching City and its role as Samarahan Division Headquarters at the time was causing Samarahan District flooded with various forms of development up to the present day. Because of they have many commitment with the publics it is important for them to know the satisfaction level of the public towards