

UNIVERSITI TEKNOLOGI MARA

**MEASURING THE EFFICIENCY OF
CORPORATE SECRETARY
COMPANY IN KOTA BHARU,
KELANTAN BASED ON CUSTOMER
SATISFACTION AND LOYALTY
USING DATA ENVELOPMENT
ANALYSIS (DEA)**

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Corporate secretaries are well-versed in the laws that regulate a certain type of firm and sector. By relying on the skills and experience of professional corporate secretaries, company owners have a strong incentive to ensure that they are in full compliance with the law in all aspects of their operations. The corporate secretary's job is to assist these processes and ensure that the firm runs smoothly and efficiently in satisfying customer which leads to customer loyalty. However, corporate secretary still need to make improvement to overcome the inefficiency performance in delivering the task. Thus, the purpose of this study is to measure the efficiency of corporate secretary company and identify the ranking the efficiency of corporate secretary companies in Kota Bharu, Kelantan. This study applies the Data Envelopment Analysis (DEA) using the output-oriented approach. Data used in achieving the research objectives were from questionnaire distribute to 606 customers of eight corporate secretary companies selected in Kota Bharu, Kelantan. This study is expected to suggest the improvement to overcome the inefficiency performance in corporate secretary company and consistently keep up their business in order to sustain them in the long run and retain the excellent performance.

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