



UNIVERSITI TEKNOLOGI MARA (UTM), SABAH
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)

THE SATISFACTION LEVEL OF PUBLIC TOWARDS PUBLIC SERVICE DELIVERY IN
URBAN TRANSFORMATION CENTRE (UTC) KOTA KINABALU

PREPARED BY:

KURUL ASIFA BINTI SAINI (2014665872)

MURAWARAH BINTI RASIB (2014625722)

MARCH 2016

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ACKNOWLEDGEMENT

Grateful to Allah S.W.T and His Messenger Muhammad S.A.W

Alhamdulillah, with the courage and continuous effort, we manage to complete our research proposal. Completing this research was hard and challenging task for us. However, with helping from our friends, family and especially our supervisor Madam Siti Yasmin binti Badrum, we managed to finish out our research. She had supervised, monitor and motivates us throughout the process until we end up with this research report. Then, sincerely thanks to her for being there in our moments of need to finish this report.

Nurul Asifa binti Saini & Munawarah binti Rasib

Bachelor of Administrative Science (Honours)

Faculty of Administrative Science and Policies Study

Universiti Teknologi Mara (UiTM) Sabah.

CHAPTER I

INTRODUCTION

1.1 Introduction

This research is about the satisfaction level of public towards public service delivery in UTC Kota Kinabalu, Sabah. UTC or Urban Transformation Centre is one of the government effort and initiatives providing the urban community with key and government and private sector service under one roof ([Www.utc.com.my](http://www.utc.com.my)). UTC operation hours are from Monday until Sunday except public holiday. On Friday the operation hours a bit different that is from 8.00 am-12.00pm, 2.30pm-10.00pm. On Saturday until Thursday 8.00am-10.00pm. The operation hours might be different with other UTC branch such as UTC Sabah the operations hours from Monday until Sunday from 8.30am-9.00pm, on Friday break from 11.45am-2.45pm. During public holiday it will closed.

UTC launched ceremony by our Prime Minister that is Dato' Sri Mohd Najib Tun Razak on 22 September 2012 in UTC Pudu. It is part of the Blue Ocean strategy, which was introduced to improve the quality of services through the strategic cooperation between government agencies and the private sector. According to Dato' Sri Najib Tun Razak, he said "I believe this center will be a hit and will be a benchmark not only in terms of facilities provided, but also excellent services,". In general, communities' cities can make various transactions with government departments and the private sector in a same building. UTC also provides a development center and youth activities, indoor and Local Business Products Center NGO activities. Ministry of Finance has been appointed as the leader UTC nationwide.

UTC and RTC are complementary to Community Transformation Program (CTP) to ensure that all services, initiatives and programs for maximum benefit to the people. UTC will be introduced in major cities in each state. Kuala Lumpur was chosen as a pilot project and the location of the UTC program and the Ministry of Finance would like to thank the Prime