



اَوْنُوْرَ تِكْنُوْلُوْجِي مَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**A STUDY ON CUSTOMER SATISFACTION  
TOWARDS DRIVING INSTITUTIONS IN INANAM,  
SABAH**

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## ABSTRACT

Particularly for the service industry, one of the appropriate criteria for organizational performance is customer satisfaction. This study entitled, "A Study on Customer Satisfaction Towards Driving Institutions in Inanam, Sabah" is aimed to determining the level of customer satisfaction particularly for the services rendered to them and then relate their service experience with word-of-mouth promotion and repurchase intention. The study was conducted among patrons of Driving Institutions in Inanam area whereby a total of 150 respondents, selected using convenience sampling. The research is descriptive and quantitative using survey method with a self-administered questionnaire adapted from past researches (Høst and Knie-Andersen, 2004; Silverman, 2001; Hamza, 2011). Findings of the study indicate a moderate level of customer satisfaction for the services (mean 3.5248) except for the dimension, End Result with a high level of satisfaction (mean 3.7400). The satisfaction level was significantly different among the driving institutions for the dimensions of Staff Competence (Frequency, 2.984; Significant, 0.033), Reliability (Frequency, 2.770; Significant, 0.044) and Safety and Security (Frequency, 2.868; Significant, 0.039). It was also found that there is a significant difference in customers' satisfaction on the existing services of the driving training and education program by different driving institution. The result also showed that 63.4% gave positive WOM communication and 13.3% gave negative WOM communication while 23.3% remained neutral. The mean score of WOM communication is 6.2200 (standard deviation, 1.88555), showing that the WOM communication level falls at Plus 1 level. The level of repurchase intention was moderate (mean 2.9933). It was also found that there is a weak but significant relationship between customer satisfaction and WOM communication of the driving institution services. The relationship between customer satisfaction and repurchase intention of the driving institution services was not significant. The study proposes that future research should focus on determining the fundamental factors contributing to customer satisfaction of the customers.