



**IMPROVEMENT OF CUSTOMER SERVICE AT KPA
TO BE A PREMIER PORT IN SARAWAK**

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1.0 INTRODUCTION

BACKGROUND OF THE ORGANIZATION

Kuching Port Authority is the first organized port in the state of Sarawak. It was established in 1961 under the Port Authorities Ordinance 1961. Being situated just outside Kuching, the capital city of Sarawak and the seat of the state Government and administration, it has grown to become a premier port of the state served by numerous shipping lines connecting it to the regional hub ports. All its terminals are in close proximity to the industrial estates to facilitate easy cargo movement. Both terminals have easy access to highway and coastal routes to all main towns in Sarawak.

State's Civil Service machinery has also adopted pro-business approaches. The Ministry of Industrial Development, Sarawak acts as a focal point that brings in inputs and assistance from other government departments to facilitate the establishment of manufacturing operations in Sarawak.

Kuching Port Authority is the first Malaysian port authority to have its container handling management system accorded the MS ISO 9002 certification.

Vision

- The vision of KPA is “to be the Premier Port in Sarawak.”

Mission Statement

KPA's mission statement is:

- “Been growing to become a premier port of the state actively served by shipping lines connecting to all regional hub ports in the world”.

2.0 Literature Review

Business and Management writers as quoted in their Books are of the general consensus that 'The Customer Is The King', Customer is Always Right,' 'We Put Our Customer First. Look after your customer and they will look after you. Thus, it seems that the world is full of pious saying about customer services.

Many people do not see the true cost of the lost customer when an unhappy customer decides not to do business anymore, the ripple affect of that loss goes on and on. As quoted in the world Executive's Digest (1993), "Every customer is an assets. The cost of losing just one customer can be crippling in the long-term", therefore, there have been attempt to put a cost figure against the failure to provide good service.

Christopher H. Lovelock, (1991) defined customer service as a task, other than proactive selling, that involves interactions with customer in person, by telecommunication, or by mail. It is designed, performed and communicated with two goals in mind: Operational efficiency and customer satisfaction.

Malcolm Peel (1992) defined customer service as all activities bind a corporation to its customers. Today's customer making their selection of product and services based on their perceptions of quality, services and value. Therefore, company or organization need to understand the determinants of customer's value and satisfaction.