



**CUSTOMER SATISFACTION TOWARD  
SERVICES PROVIDED BY TUARAN DISTRICT  
OFFICE TRADING LICENSE COUNTER**

**VICTOR BIN SALIMAN**

**2004300819**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

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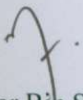
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2004300819

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## ABSTRACT

Tuaran is a town as well as a district located in West Coast Division, in the northwest of Sabah, East Malaysia on the island of Borneo. Tuaran district has an area of 1,166 square kilometers and an estimated population of 94,100 in 2006. About half the population consists of ethnic Dusun, a third ethnic Bajau, and some Chinese. It has a distinctive nine-story Chinese pagoda as a prominent landmark.

The administration here is being lead by the District Officer that is under the Rural Development Minister. The District Officer is help by his two assistant as the **Administration section** and the **Development section**. A part from that, the District officer is being helped to run the administration by other government department such as the agriculture department, fisheries department, police force and many others as part of other government agency such as Usaha Maju, Sabah Electricity, Telecom and other small agency.

On my study, I will concentrate on trading license counter in Tuaran District Office, it often the customer didn't satisfied with the services provide by the government through this district office counter. To get the result of this study Ill will using the Statistical Package of Social Science (SPSS 16) software in the way to get intended result of this study. My target is 120 people of respondent, answering my question, interview them and talk to them regarding the counter services that provided by the district office trading license counter. I really hope I can get a more and better finding in this research because this is the first time that a study being conducted in here.