



UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY  
STUDIES

CUSTOMER SATISFACTION TOWARDS RESPONDING TIME  
OF COUNTER SERVICE: IMMIGRATION DEPARTMENT,  
KUCHING

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## ABSTRACT

Customer satisfaction can be defined as the result achieved when service or product features respond to customer need and when the company meets or exceeds customer expectations over the lifetime of a product or service. The first objective of this study is to determine demographic factor (gender) had given impact to the customer satisfaction towards the Department. Besides the objective mentioned above, this study also determined whether there is relationship between the customer needs and expectations towards the Department. The study also want to determine the level of customers satisfaction towards the counter service of the Department. The findings show that 45% percent of the public who had answered the questionnaire which had been delegated to them, agreed that they are satisfied with the services provided at the counter of Immigration Department, Kuching. The findings also show that there are no relationship between the demographic factor (gender) gave any *impact to the customer satisfaction towards the service provided by the Department*. But there are positive relationship between the customer needs and expectation towards the Department. There are some recommendation are suggested for the individual and the organization to ensure effective counter service at the Immigration Department.

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## CHAPTER 1: INTRODUCTION

### 1.1 INTRODUCTION

According to Kevin Cacioppo (1998), customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. There are some important implications of this definition such as because customer satisfaction is a subjective, non-quantitative state, measurement would not be exact and will require sampling and statistical analysis. Besides that, customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and attribute performance perceptions. There should be some connection between customer satisfaction measurement and bottom-line results.

According to Thorsten Hennig- hurau and Alexander Klee (1998), customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. Going through the literature, it is evident that companies have been trying to measure customer satisfaction ever since the 1970's. During that period of time, much of the works were based on theories, which among others stated that increasing customer satisfaction would help them to develop (Coyles and Gokey: 2002). In the 1980s witnessed the issue of service quality, performance monitoring and resource allocation being added to customer satisfaction (Bolton: 1998: 1993; Bolton: 1998).

In the study conducted by Nowak and Washburn (1994), four main areas were being used as the factors that contribute most to customers' overall satisfaction. It includes product quality, service quality, cost management and timeliness. From all of the factors, product quality turns out to be the most important aspect to be considered by customers.

## **CHAPTER 2:**

### **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

#### **2.1 LITERATURE REVIEW**

##### **2.1.1 Introduction**

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##### **2.1.2 Concept and Definition of Customer Satisfaction**

According to Thorsten Hennig-Thurau and Alexander Klee (1998), customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness.

In the study conducted by Nowak and Washburn (1994), four main areas were being used as the factors that contribute most to customers' overall satisfaction. It includes product quality, service quality, cost management and timeliness. From all of the factors, product quality turns out to be the most important aspect to be considered by customers.