



**SERVICE QUALITY AND CUSTOMER
SATISFACTION TOWARD THE ENFORCEMENT'S
COUNTER AT SAMARAHAN DISTRICT COUNCILS :
SAMARAHAN CUSTOMER PERSPECTIVE**

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ABSTRACT

In this particular study, the research is purposely narrowing down to a narrow sample group of customer who comes and visits to Samarahan District councils. The main study of this research is to gain knowledge on the customers behavior toward the services that served by the Samarahan District Council. This research also will help to increase the customer perceptions on the quality services that provided by the organizations. So that the customers will receiving a feedback of service quality in the future as the staff know how to serve the customers well and to achieving the customers satisfactions. There are five dimension of SERVQUAL that will be use during this research which are tangibility, reliability, responsiveness, assurance and empathy.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF STUDY

Samarahan District Council is the government agency that located at Kota Samarahan which is 30KM from Kuching, Sarawak. Samarahan District council was builds on December 21, 1984 and was authorized on January 1, 1985. Samarahan District Councils also provide a service through OSC's counter which stand for one stop center whereby they gives services toward customer in paying for permits, and charge for banner, fishtail and others services which is focusing on the Samarahan District councils (MDS) area only.

The study was made by focusing on the counter 3 at OSC's counter which for the enforcement's counter. The quality of services provided at enforcement's counter is significant as they have to satisfy the customer satisfaction during the process of services. In order to improve the high quality of services toward customer at Samarahan district councils counter (MDS), they have to investigate the degree of customer's sensitivity and expectation toward service quality. The study was to examine the impact of quality service provided by Samarahan District council enforcement's counter toward the customer satisfaction. According to Agus et al 2007, while delivering the quality services, to improve efficiencies, and respond to government rule. For more information, customer satisfaction can be defined as the result achieved when service respond to customer need and when the company meets or exceeds customer expectations over the lifetime of the service. According to Juran, 1981 the customer satisfaction will be achieved on the service that serve by the staff.

At the enforcement's counter, they have to ensure that its business customers receive their goods on time without any delay as this can affect their businesses. Besides that also, they also have to ensure that the customers was willing to pay the certain amount for the banner, fishtail and other services that charge. As such, it is important to observe the satisfaction of these external customers to determine the quality of services provided by them whether it is effective or not in order to achieve customer satisfaction. According to Dick and Basu, 1994, it is crucial to make a customer loyalty for

CHAPTER 2: LITERATURE REVIEW

2.1 LITERATURE REVIEW

The literature review start off with a short overview of the customer satisfaction. As we know, customer satisfaction is very important toward the organization as satisfaction is the key of the organization's success. In addition, satisfaction is the customer experience that have experienced or accepted the entire interaction with the organization or customer experience who receive services specifically at various stages of the services. Meanwhile, customer satisfaction is the degree to which a customer perceive that an individual or organization has effectively provided a product or service that meets the customer's needs in the context the customer is aware with the product or service.

Customer Satisfaction

Even though satisfaction is the heart of marketing and important for any businesses, but previous studies do argue that customer satisfaction is not the only attribute to the success of a business, brand familiarity explained Tam et al. (2008). Customer satisfaction is the degree on which the customer perceives that an individual, firm, or organization has effectively provided a product or services which can meets customer's need in which the customer is aware of using the product or services. Even though satisfaction is the heart of marketing and important for any businesses, but previous studies do argue that customer satisfaction is not the only attribute to the success of a business, brand familiarity explained Tam et al. (2008).

Service Quality

Service quality is influenced by expectation, process quality and used their experience and feelings to form a judge explained by (Chen et al., 2001). Kucukaltan (2007) state that service quality depends on the customer's perception. Parasuraman et al. (1998) has developed the