



UNIVERSITI TEKNOLOGI MARA

**MEASURING CUSTOMER SATISFACTION LEVEL
AT DEPARTMENT OF AGRICULTURE BINTULU
A STUDY ON VETERINARY SERVICES/PRODUCTS**

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ABSTRACT

Veterinary Branch of the government Department of Agriculture Bintulu Sarawak is responsible for the daily operation and management of veterinary matters and development of livestock industry in Bintulu.

This study is aimed at measuring customers' satisfaction level at the Department of Agriculture Bintulu, Sarawak: A study on veterinary services and products. A census on all 75 livestock farms were done in Bintulu division. Using SPSS, the data was computed to achieve the objectives of the study.

The findings of this study indicated that customers were satisfied with the veterinary services and products of the Department of Agriculture Bintulu. However, the expectations level of satisfactions on very satisfied were much higher than the findings in the perceptions level of satisfaction. This signified that the department had not fully delivered the services and products to the customers as they expected. Therefore, the study would propose and recommend effective strategies for the DOA Bintulu regarding their services and products in the future in order for the organization to achieve a world class veterinary service provider.

CHAPTER I

INTRODUCTION

1. INTRODUCTION

There is been no doubt concerning the importance of customer satisfaction as the ultimate goal of service companies or organizations. The reason for this striving for customer satisfaction can be found in its importance for economic success. Customer satisfaction is considered as a necessary condition for customer retention and loyalty and therefore helps in realizing economic goal like turnover and revenue (Reichheld, 1996, Scheuing, 1995).

Customer satisfaction represents a profitable competitive strategy variable because studies have shown that the public is inclined to pay more for care or quality service from organizations or institutions which are better disposed to satisfied customer's needs (Boscarino, 1992: Hays, 1987).

Delivering customer satisfaction is also imperative because today's customers are better educated and more access to than in the past. These farmers know what they needs. These changes are being driven by the abundance of information available to them from the public and private sources. According to Kurz and Wolinsky (1985) and Heistand (1986), customers are relying less on doctors to choose the right hospital, reflecting the importance of the patient's point of view. This can be applied to veterinary sector or to livestock industry.

CHAPTER 2

2. LITERATURE REVIEW

2.1 INTRODUCTION TO THE DEPARTMENT OF VETERINARY SERVICES (DVS) In Malaysia

Department of Veterinary Services (DVS) in Malaysia is under the Ministry of Agriculture and Agro – Based Industry. The Minister for Agriculture and Agro –based Industry is Y.B. Tan Sri Haji Muhyiddin bin haji Mohd. Yassin assisted by two deputies. Deputy No.1, Y.B. Dato' Seri Kerk Choo Ting and No. 2, Y.B. Dato' Seri Haji Mohd. Shariff bin Haji Omar with Setiausaha Parlimen Y.B. Datin Paduka Hajah Rohani binti Haji Abdul Karim.

The recent Director General of DVS Malaysia (Ketua Pengarah, Jabatan Perkhidmatan Haiwan, Malaysia) was Dato' Hawari bin Hussein. Now the post is vacant. In each state in Malaysia DVS is headed by Pengarah Haiwan Negeri and for Sarawak the Division at agriculture headquarters is headed by Senior Assistant Director Veterinary (SADV) Dr. Francis Sia Chik Hong

Each state in Malaysia has its own DVS or commonly known as "Jabatan Perkhidmatan Haiwan or Jabatan Haiwan Negeri" except for the state of Sarawak where livestock/veterinary is a division in the Department of Agriculture Sarawak. The Department of Agriculture Sarawak has five Divisions namely, Livestock/Veterinary, Inland Fisheries, Crop Research, Farmer's Institution and Industrial Crop Division. Sarawak has 11 divisions and at the divisional levels the livestock/veterinary section is headed by veterinary officers or assistant veterinary officers. In Bintulu the