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# TABLE OF CONTENTS

	<i>PAGE</i>
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	v
LIST OF FIGURES.....	vi
ABSTRACT.....	vii
CHAPTER 1: INTRODUCTION.....	1
1.1 Background of the Study.....	2
1.2 Problem Statement.....	3
1.3 Objectives of Study.....	3
1.4 Scope of Study .....	3
1.5 Research Questions .....	4
1.6 Theoretical Framework.....	4
1.7 Significance of Study.....	5
1.7.1 To The Researcher	
1.7.2 To The Organization	
1.7.3 To The Customer	
1.7.4 To The University	
1.8 Limitation of Study.....	6
1.8.1 Time Constraint	
1.8.2 Limited Information	
1.8.3 Lack of Experience	
1.8.4 Money Constraint	
1.8.5 Response	
1.9 Definition of Terms.....	7
CHAPTER 2: LITERATURE REVIEW	
2.1 The Concept of Local Authorities.....	8
2.2 Majlis Daerah Papar .....	11
2.3 MDP Service Counter.....	18
2.4 Customer Satisfaction.....	20

**CHAPTER 3: RESEARCH METHODOLOGY**

<b>3.1</b>	<b>Research Design</b> .....	<b>29</b>
<b>3.2</b>	<b>Method Of Research</b> .....	<b>30</b>
<b>3.3</b>	<b>Sampling Design</b> .....	<b>30</b>
<b>3.4</b>	<b>Data Collection</b> .....	<b>32</b>
	3.4.1 <i>Primary Data</i> .....	<b>32</b>
	3.4.2 <i>Secondary Data</i> .....	<b>34</b>
<b>3.5</b>	<b>Time Horizon</b> .....	<b>34</b>
<b>3.6</b>	<b>Data Analysis</b> .....	<b>35</b>

**CHAPTER 4: FINDINGS AND ANALYSIS**

<b>4.1</b>	<b>Customer personal information</b> .....	<b>36</b>
<b>4.2</b>	<b>Customer level of satisfaction towards MDP counter service</b> .....	<b>41</b>
<b>4.3</b>	<b>Respondent suggestion and comments</b> .....	<b>55</b>

**CHAPTER 5: CONCLUSION AND RECOMMENDATIONS**

<b>5.1</b>	<b>Conclusion</b> .....	<b>56</b>
<b>5.2</b>	<b>Recommendation</b> .....	<b>57</b>

<b>BIBLIOGRAPHY</b> .....	<b>59</b>
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**APPENDIX**

<b>A.</b>	<b>SPSS Output</b> .....	<b>61</b>
<b>B.</b>	<b>Sample of Questionnaire</b> .....	<b>73</b>
<b>C.</b>	<b>MDP Organization Chart</b> .....	<b>76</b>
<b>D.</b>	<b>Pictures</b> .....	<b>77</b>

## **ABSTRACT**

The aim of this study is to determine the level of service quality and customer satisfaction toward the service counter of Majlis Daerah Papar. There are few reasons for measuring for measuring customer satisfaction; (1) to get closer to customer, (2) measure continuous improvement by related to value-added process and are put with internal measurement to evaluate the process, (3) to achieve customer driven improvement through provides data for innovation, and (4) to link customer satisfaction measurement to internal systems.

This study was indicated that the percentage of customer good perception was 77.3% whereas only 1.3% was found to have bad perception towards MDP service counter. It can be concluded that the service quality and customer satisfaction was high. Nevertheless, there also a few aspects that MDP should take into account for better counter service. It was suggested that service quality and customer satisfaction can be improved by implementation of ICT-based administration; enhance attractiveness of service counters; and provide training and development to the staffs.