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**A STUDY ON CUSTOMER'S
EXPECTATION AND SATISFACTION LEVEL TOWARD
SERVICES PROVIDED AT
DEWAN BANDARAYA KUCHING UTARA SERVICE COUNTER**

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ABSTRACT

Since the inception of DBKU Counter Service, it has experienced overwhelming response from the public. However, changes in public perception toward the service counter were inevitable after a decade in operation. How true is this statement is yet to be known? It is exemplary of the researcher to initiate this study that would look into the service performance positively and amongst other things, identify public's expectation and satisfaction level. This could promote a better understanding of public perception toward the quality service of the counter.

The study covers 7 aspect of the counter namely, the waiting area, inquiring system notice boards & signage, suggestion system, staff, and queue system. These aspects were derived as the researcher feels it is the most critical component of any service counter. Weakness identified can be rectified, thus improving the public satisfactions. In this study, researcher is also assessing the public expectation toward the counter that might have some effect to the public satisfaction level. By having gathered the required information, researcher is able to propose to the counter management and also as a guide to actions necessary to enhance the service quality provided at the counter.

In an effort to improve public satisfaction a joint effort from the customer is required to make suggestion. By this way counter management is able to promote a quality counter service both to the benefit of the public and to its organization. Therefore, in this study proposal in the survey is to be utilized as recommendations to the counter management for their consideration.

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Dewan Bandaraya Kuching Utara (DBKU) is a local authority responsible for the administration of the Kuching City North. The vision statement of DBKU is 'a leader in developing a beautiful, cultured, well planned and healthy city'. In the statement, D.B.K.U's goals of a leader mean *best among the best, top most organization and always on the forefront*. Most of D.B.K.U's success came through its vision apart from the full commitment from both employees and the management.

This study is concerned with aspects in relation to customers' expectation and satisfaction toward its counter, Dewan Bandaraya Kuching Utara Service Counter (DBKU-SC) Jalan Satok, Kuching. The study will lead to establish a service counter that is convenience, accessible with distinguished outlook in order to create an excellence quality service counter.

Counter service is a modern style of providing services to the public at large. All over the places, service counter will form part of the activities that established ways of doing business. The ticketing and baggage counter at the airport, the checking-in counter at hotels, office counters of private/public sector or the bills

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Counter service is a very important aspect for any front line of management. A counter service per se is normally establish by the government department /offices / agencies to render its services to the public easily. These services include license, passport issuance or bill payment collections and many others.

This chapter will be review the brief term of customers' expectation and satisfaction and provide some information on service counter in term of its concept and its quality characteristic of a service counter. The purpose is to establish some background understanding on the concept of counter service and its quality characteristics and as guidance in relation to customers' expectation and satisfaction level.

2.2 Terms and definitions

Relatively, quote “the customer is the most important visitor in our premises. He is not dependent on us. We are dependent on him. He is not an interruption to our work. He is the purpose of it. He is not an outsider to our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us the opportunity to do so”- Gandhi.