

A STUDY OF COSWAY STOCKIST CUSTOMER SERVICE
DELIVERY IN SIPITANG DISTRICT, SABAH

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ABSTRACT

COSWAY stockist is a place where members of COSWAY and customers go to buy COSWAY products. A stockist would be considered successful if the stocks they hold in any one month are able to be moved or consumed by consumers actively and the stockist do not hold too much stock which will tie up their fund.

The researcher, therefore attempts to evaluate the customer service delivery of the stockist in order to gauge whether it meets the needs of its members and customers of COSWAY residing in Sipitang district. The researcher also attempts to identify 'best seller' product(s) of COSWAY products so that the stockist may be able to predict what customers plan to order in their next custom when they visit the stockist. The researcher also attempts to identify factors that will ensure repeat visit to the stockist.

As a whole, this study attempts to evaluate the success of the customer service delivery of Sipitang district COSWAY stockist. Areas chosen to be evaluated is on the stock availability, promptness of service and attitude towards customers. These are chosen based on informal random survey of a few COSWAY members prior to the study. All known COSWAY members residing in Sipitang District were given the Questionnaire Forms to be filled in. The feedback was considered good as all the members gave their full cooperation in filling in the form and returning it to the researcher on time.

The result of the study, it was found that in general COSWAY members are of the opinion that the customer service delivery of the Sipitang COSWAY stockist need to be improved. Most of the members are of the opinion that stock availability of the stockist need to be improved. They also opined that the stockist need to improve its attitude towards servicing customers and speed in delivery service to customers.

Some basis that have been identified to get members to make repeat visit to the stockist is stock availability and good service. It is thereby recommended that the