



**A STUDY ON CUSTOMERS' SATISFACTION TOWARDS THE QUALITY OF
SERVICE COUNTER AT LUNDU DISTRICT OFFICE**

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ABSTRACT

The relationship between customers' satisfaction and service counter quality had becoming a concern nowadays. Many organization had aimed to be customer-oriented organization because they realized that customers are the most important element in service organization. Realizing the importance of improving the service counter, this paper aimed to investigate the customer's satisfaction towards service counter quality at Lundu district office. The data were collected at Lundu District Office's service counter by using self-administered questionnaires. The responses received was 270 in total.

The results showed that there is very small significant relationship between the quality dimensions studied in this paper with customers' satisfaction. for the result, the organization can know what is the dimension that important for them. Further research can be carried out with other dimensions apart from the ones used in the study. This research also may be applicable to other organizations, that wish to find out the dimensions that are impacting their customer's satisfaction.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will describes the background of the research, profile of Lundu District Office, scope of research, problem statement, research questions, and research objectives.

1.1 Background of the Research

The research was conducted to investigate the level of customer satisfaction towards the service counter at Lundu District Office. Quality of service counter is an important determinant of success or failure of an organization, because it is one of the main features of an organization where interaction between the staff with customers occurs (Agus et.al., 2007).

Both private and government sectors had adopted the principles of service counter quality. However, government sectors fall behind private sectors that had adopted the principle at a faster rate. The reason is because the differences in terms of environmental and historical context (Agus et.al., 2007). Typically, most government sectors' objective is to provide social benefit to customers with limited budget and reduced costs. Meanwhile private sectors mainly focused on generating profits (Ehrlich et.al., 1994). Therefore, it is very common that private sectors are more productive and profitable.

There is quite little attention given to the application of service quality in service counter at many public sectors organizations. There are undeniably many researches that had been carried out related to quality of service counter, however, there are quite few researches done related to service counter quality in public sectors like Lundu District. Besides that, the researches may be conducted in different geographical location and cultures, which have different customer satisfaction results. Therefore, this research was