



**A STUDY ON SATISFACTION OF THE STUDENTS ABOUT
THE COUNTER SERVICES' IN THE UITMCS**

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ABSTRACT

Counter service is plays an important role in providing the services and keep the all the important data. Besides that, it also helps the institution to run smoothly without any barriers happen. Counter service also is a part of the management whereby it deals with many of the customers who need the services especially in record keeping or data. As a result, counter service is the mirror of the management of every institution because it deals with many of the customers or the people. UiTMCS counter services for example have provided the students with various types of service such as students' academic record and etc.

In this study is focus on students' perception on the effectiveness of the counter service at UiTMCS. It is to determine whether the staffs at the UiTMCS serve the effectiveness and sufficient services.

There are certain objectives in this study whereby to determine the area where the services are lacking. The second objective is to analyze the physical barriers which are contributing to the ineffectiveness of the system.

The third objective of study is to improve the quality of the system by provide the effective and efficient service. It is important to ensure that the

2.0 INTRODUCTION

In every organization, the counter service is the vital part to achieve the goals with the people because they provide a lot of the information regarding to the organization itself. Many of the people will come forward to the counter service in order to get the service that was provided by the organization and seek for the information.

Besides that, the main purpose of the counter service is dealing with the people and keeps the information about the organization. The Uitm Sarawak for example have 12 of the counter service which provide the service to the students and keep the record of the information about their daily routine activities in the organization. Apart that, the students will come forward in order to get the service and get the information about the new latest information about the current issue on the academic and the activities in the campus.

As we know, the counter service is the most effective and efficient way for the students in order to get the new information and get the service every semester. Even the counter service system had carried out by the administration in the UiTMCS; there is still a problem for the student because the students face the problems in order to get the service and lack of effectiveness. So, to identify the problems, our group had decided to conduct this research and hopefully we will find the solutions to overcome the