



**FACTOR THAT INFLUENCE CUSTOMER SATISFACTION TOWARDS
LABOUR OFFICE AT SEREMBAN, NEGERI SEMBILAN**

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ABSTRACT

Organization in service sector industry forces to look for the best approach to attract and create satisfaction towards their customer. Therefore, it is important for the organization to maintain the quality of their service in order to foster customer satisfaction. Thus, the purpose of this research is to investigate the factors influence customer satisfaction at labor office, Seremban and to determine the direction of the effect as well as the most influential factors in service quality towards the customer satisfaction.

This research is a quantitative research which had used the self-administered paper survey questionnaire as the instrument for the collection of data. The data was collected and viable at a percentage of 100% response rate from 169 respondents which was derived from the total population of 700 customers. Sample selection was based on Cohen (1969). The data collected was then evaluated by using Statistical Package for the Social Science (SPSS) software. By using SPSS, numerous tests were converged such as reliability analysis, frequency distribution, descriptive analysis, Pearson's correlation analysis and multiple regression. The results indicated that elements in service quality which include tangible, reliability, assurance, and empathy are related to customer satisfaction while responsiveness is not related with customer satisfaction in labor office, Seremban.

KEYWORDS: *Customer Satisfaction, Service Quality, Tangible, Reliability, Responsiveness, Assurance, Empathy*