

**CUSTOMER SATISFACTION:
A STUDY ON
THE EFFICIENCY OF CREDIT DEPARTMENT
IN COURTS MAMMOTH BERHAD
KOTA KINABALU**

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"DECLARATION OF ORIGINAL WORK"

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**Submitted in partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UiTM, KOTA KINABALU.**

NOVEMBER , 2006



ACKNOWLEDGEMENT

First of all, I would like to express my warmest appreciation and thankfulness to my advisor, En Kamarul Zaman Bin Ishak, of Universiti Teknologi MARA, Kota Kinabalu Campus for all the knowledge, guidance, care and help that he has extended to me all along this research.

Also, not forgetting, the Credit Department staff in Courts Mammoth Berhad, Kota Kinabalu, Sabah for giving me full support and cooperation during this time.

Among all, my deepest gratitude, warmest appreciation and thankfulness goes to my supportive husband, Awang Ahmad, who has never fail to give me infinite measure of love, encouragement and continuous understanding in my pursuit for higher education and success. Without his sacrifice and support, I would not have accomplished this educational goal.

To my beloved and precious children: Ahmad Ruzaini, Dg Nur Aliah, Dg Nur Afiah and Dg Nur Arinah- may they accomplish even higher educational achievements and greater success in their future lives. Lastly to my miracle baby girl Dg Nur Arinah- I learnt a lot from your strength and courage. What I gain today is for them to model and follow suit, InsyaAllah.

Thank You.

ROBIAH AHMAD HIJAZI

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ABSTRACT

This is a **descriptive study** based on the survey of the **customer's perception towards the quality of service** in Credit Department, Courts Mammoth Berhad, Kota Kinabalu.

Its main objective is to **evaluate the level of satisfaction** and the weakness in related to **SERVQUAL Concept**. **Statistical Package of Social Science (SPSS)** software was used to produce intended results and findings of the study. A sample size of 200 respondents chosen via non-random sampling was fundamental in generating the required inputs.

The findings in this study have answered all the research questions set by the researcher. The Credit Employees in CMB have not reached the excellent level of quality service as customers perceived the service rendered by them as only average. Based on the SERVQUAL Concept dimensions, the researcher has identified skills or competencies that is still lack and need to be improved by CMB employees. Finally, 5 (five) recommendations , which are by no means conclusive nor binding, are forwarded , mainly for academic purpose as well as for future study and evaluation.