

**“A STUDY ON CUSTOMER SATISFACTION
TOWARDS SOCIAL SECURITY ORGANIZATION
(SOCSO) COUNTER SERVICE PERFORMANCE AT
KOTA KINABALU”**

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ABSTRACT

Counter service are an important line service. Counter service is a job that very close with customers, where the staff given responsibility to fulfill customers needs with credibility and satisfying. It is the place where customers gather information and services. Here counter staff received customers, give services and terminate the services. A good counter service is the one that can satisfy their customers. The customers will satisfy if the service provided is quick, no error or mistake, easy to be gathering and not burden the customers. In this research, the researcher focused on the customer satisfaction at the counter service of Social Security Organization (SOCSO) Kota Kinabalu, Sabah. The purpose of this research is to measure customer satisfaction and find either the counter service performance meet the customer expectations or not.

The result of this study based on SOCSO 120 respondents that visit the counter service data are collected through questionnaires the collection of data takes three weeks to complete. The respondents were selected using convenience sampling. Three important questions that researcher want to study already covered. The question in the research question entails the study scope that researcher focus at SOCSO. There are a few criteria that is lacking in the organization that includes, the lobby counter space that is crowded and unattractive, the staff is lack of knowledge and skills about their job, the counter is unorganized where there are no supported counter that can be references to the main counter of front counter, and the organization not move along with technology. To improve counter service performance organization should improve their counter staff skills and knowledge. Develop a pleasant environment and have strong commitment to their customers and move along with the technology that will improve their service quality. The researcher suggests that SOCSO should send their staff to