



**SATISFACTION LEVEL AMONG CUSTOMERS
TOWARD THE SERVICE-QUALITY GIVEN BY THE
STAFF COUNTER OF TABUNG HAJI, KOTA
KINABALU**

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ABSTRACT

This study is mainly purpose looking for the satisfaction level among customers towards the service-quality given by the staff counter on Tabung Haji, Kota Kinabalu. The most important element on this study is a questionnaire. From the respondent's feedback and the data on the questionnaire, some important conclusion can be set up especially for the most appropriate findings.

From the questions given to the respondents, result also covered in answering the question, what is the exact requirement of customers, in order to get the most qualified service. At the same time, from the respondent's feedback, researcher can collect, analyze and make some conclusion about the respondent's ideas and opinion on how to improve the quality of service and it is including the skills and improvement of, handling customers, and to minimize conflict.