



**UNIVERSITI TEKNOLOGI MARA
FACULTY OF INFORMATION MANAGEMENT**

**INDUSTRIAL TRAINING REPORT:
PEJABAT TANAH DAN JAJAHAN KUALA KRAI
18000 KUALA KRAI KELANTAN**

**SPECIAL PROJECT:
CUSTOMER SATISFACTION TOWARD ICT SERVICE BY
PTJKK**

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**IM245 - BACHELOR OF SCIENCE (HONS.) INFORMATION
SYSTEM MANAGEMENT
FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA KELANTAN**

01 AUGUST 2018 – 31 DECEMBER 2018

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FACULTY SUPERVISOR

REPORT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENT FOR THE INDUSTRIAL TRAINING
FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA KELANTAN

01 AUGUST 2018 – 31 DECEMBER 2018

DECLARATION

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Mohd Lukman Bin Mohd Razali
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Date of submission: **7 January 2018**

ABSTRACT

Based on the period from 1 August to 31 December I was assigned to go for internship session based on the subject IMC690. I choose the organization of "Pejabat Tanah & Jajahan Kuala Krai "(PTJJK), at the organization I was put under Administration and Financial Department

This report is set out to give the reader full information about my industrial training in "Pejabat Tanah & Jajahan Kuala Krai "(PTJJK). Industrial training is one of the compulsory curriculums in Universiti Teknologi Mara which students need to complete whether in consultant, factory and company. This course is sets up for student in order to give them experience and gain knowledge in working environment before going through the real working life. My industrial training is at "Pejabat Tanah & Jajahan Kuala Krai "(PTJJK) which provide maintenance and construction for land issues.

In PTJJK, I have been assigned to administration and financial unit. At this unit, I have been assigned to handle filing whether manual or online, handle mail operation and also as a helpdesk. During my placement, I have learned a lot new knowledge about human resource and financial report. This knowledge is useful for me in future and gives me a lot of advantageous to prepare myself for my future career. Last but not least, in this report included the introduction, brief background about this organisation, task and special project I have been assigned, recommendations and conclusion in details during my industrial training in PTJJK.

Keyword: Administration, Filing, Internship, Project

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Additionally, I would appreciate my training supervisor Mr Muhammad Yusran Abdullah. He is the person responsible for evaluating my assessment and performance in relation to the work industry.

As the most important person, I would also like to thank Mr Zulkifle Bin Ab. Rahman as a district officer at the organization "Pejabat Tanah & Jajahan Kuala Krai" (PTJKK) which gives me the opportunity and opportunity to work in his organization to complete my training session within 5 months until finished completely.

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- II. APPENDIX 2 (ATTENDANCE FORM)**

CHAPTER 1: INTRODUCTION

1.1 Background of The Organization

Department of Land and District of Kuala Krai (PTJJK) is one of the official lands and district in the state. This district is one of the oldest districts in Kelantan and the second largest in the state after Gua Musang. This district is also one of the oldest districts that were created by the British government in 1909. Kuala Krai yet officially recognized in Sept. 1, 1977 where before it was known colonies Ulu Kelantan which includes all Gua Musang and Kuala Balah in Jeli. District Administration Centre was initially located at Kg. Mengkebang, Jalan Batu Lada and then moved near the stairs Krai (Domestic Bradley) in 1927. Currently, the District Administration has moved to a new building centred in Guchil on 22 April 1985.

DAERAH BATU MENGKEBANG	DAERAH OLAK JERAM	DAERAH DABONG
1) Mukim Batu Balai	1) Mukim Chuchoh	1) Mukim Kandek
2) Mukim Batu Jong	Puteri	2) Mukim Kuala Gris
3) Mukim Batu Lada	2) Mukim Gajah	3) Mukim Pergau
4) Mukim Bedal	Barat	4) Mukim Kuala Stong
5) Mukim Chenulang	3) Mukim Gajah	5) Mukim Serasa
6) Mukim Enggong	Timur	
7) Mukim Guchil	4) Mukim Lata Rek	
8) Mukim Kenor	5) Mukim Manek Urai	
9) Mukim Sungai	Selatan	
Durian	6) Mukim Manek Urai	
10) Mukim Keroh	Utara	
11) Mukim	7) Mukim Manjor	
Mengkebang	Selatan	
12) Mukim Kuala Nai	8) Mukim Manjor	
13) Mukim Kuala	Utara	
Pertang	9) Mukim Peria	
14) Mukim Mambong	10) Mukim Sungai	
15) Mukim Pahi Barat	Sam	
16) Mukim Pasir		

Figure 1.1: Areas Covered by Organization



Figure 1.2: Department of Land and District of Kuala Krai Building

Vision

To Make Kuala Krai Land & Territory Office a Dynamic, Comprehensive and Prioritized Development and Sustainable Development and Achieve Customer Satisfaction by 2020. To Make Kuala Krai Land & Territory Office a Dynamic, Comprehensive and Prioritized Development and Sustainable Development and Achieve Customer Satisfaction By 2020.

Mission

Planning, Managing, Administering Land & Colonies and Implementing Government Policies and Providing Service with Integrity, Quality and Efficiency Towards Excellence in Economic, Physical and Human Development.

Motto

"Friendly, Progressive and High quality "

Logo



There are 3 departments which are administration, development and land departments. Under land department there are 3 units which is registration, revenue and land units.

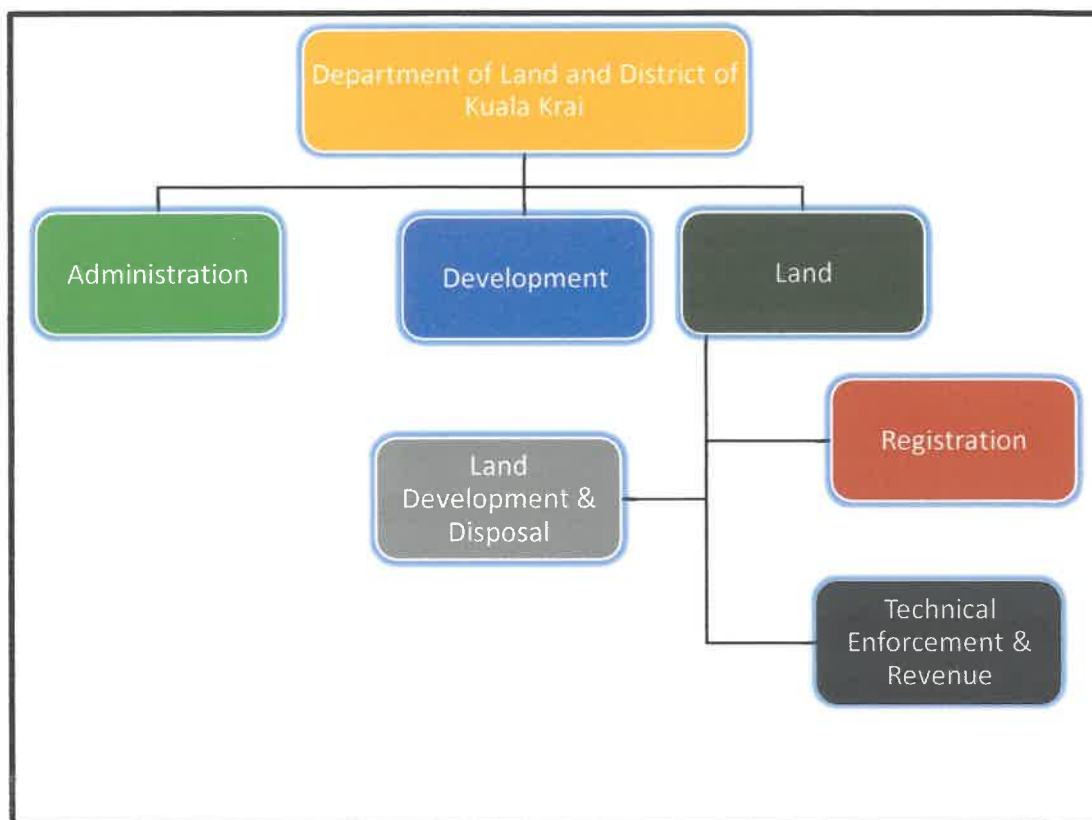


Figure 1.3: Department of PTJJK

1.1.2 Departments' Functions

LAND DEPARTMENT

Table 1.1. Consist of information regarding unit of registration, land development, land disposal, technical enforcement and revenue functions.

UNIT	FUNCTIONS
Registration	<ul style="list-style-type: none"> • Manage transaction registration and non-transaction. • Processing of property rights (QT). • Maintaining and updating registration records. • Get the exco's permission to transfer and mortgage.
Land Development	<ul style="list-style-type: none"> • Breaking the boundaries of the soil and parts. • Submission and re-title. • Acquisition of land. • Manage land administrator rights.
Land Disposal	<ul style="list-style-type: none"> • Disposal of land through alienation. • Disposal of land through conservation. • Disposal of land through the issuance of licenses. • Permit for soil work.
Technical Enforcement	<ul style="list-style-type: none"> • Preparing a land application chart. • Citing land tax arrears. • Processing applications of state land. • Provide application for tracking and tracing placements.
Revenue	<ul style="list-style-type: none"> • Manage current land tax collection. • Citing land tax arrears. • Collecting land and yield premiums.

ADMINISTRATION / FINANCE

Table 1.2 Consist of information regarding unit of administration and finance functions.

UNIT	FUNCTIONS
Administration	<p>Administration</p> <ol style="list-style-type: none"> 1. Human resource Management. <ul style="list-style-type: none"> • Service. • Counselling and discipline. • Act and direction. • Performance management. 2. Entertainment license. 3. Boat permits. 4. Post office affairs. 5. Practical student management. <p>Event management</p> <ul style="list-style-type: none"> • The secretariat to the official ceremony. <p>Technology and Information</p> <ul style="list-style-type: none"> • Maintaining the system.
Financial	<ul style="list-style-type: none"> • Maintain and update all accounting records. • Manage bill payments and claims. • Maintain a retail money transfer account. • Maintain government stocks. • Maintain government assets and departmental assets. • Secretariat to management and account committee. • Secretariat to the government's movable asset management committee and stock.

DEVELOPMENT

Table 1.3 Consist of information regarding unit of physical development and community development functions.

UNIT	FUNCTIONS
Physical Development	<ul style="list-style-type: none">• Plan, coordinate and implement projects for the community.• Manage all project payment claims.• Coordinate and continue implementation for the state project.• Manage, provide and certify work specifications.• Manage and monitor the royal project of Kelantan.• Managing and coordinating the committees of action and development.
Community development	<ul style="list-style-type: none">• Plan, coordinate, monitor, implement zakat home aid programs.• Plan, coordinate, monitor and implement community development programs such as youth development.

1.2 Organizational Structure

1.2.1 Registration Department

The Registration Unit consists of Vice District Officer as a leader, admin assistant, despatch and also a clerk.

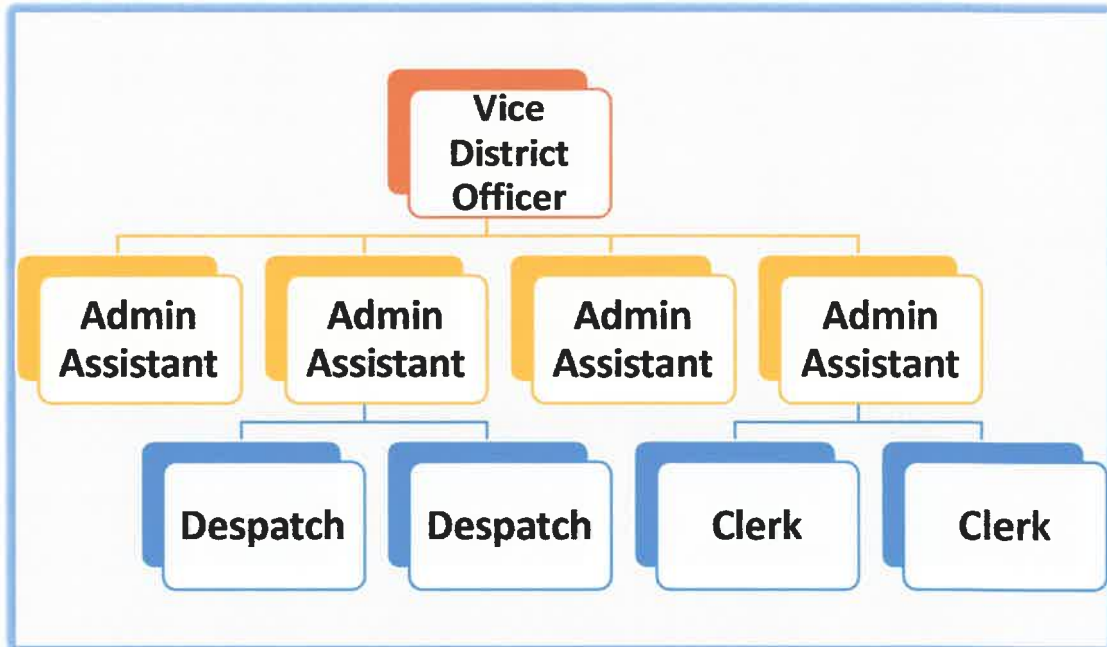


Figure 1.4 Registration Unit Structure

1.2.2 Land Development and Disposal

The Land Development and Disposal consist of Vice District Officer as top-level management. For land development unit, there are admin assistant and clerk. Meanwhile for disposal unit, there are vice land officer and admin assistant.

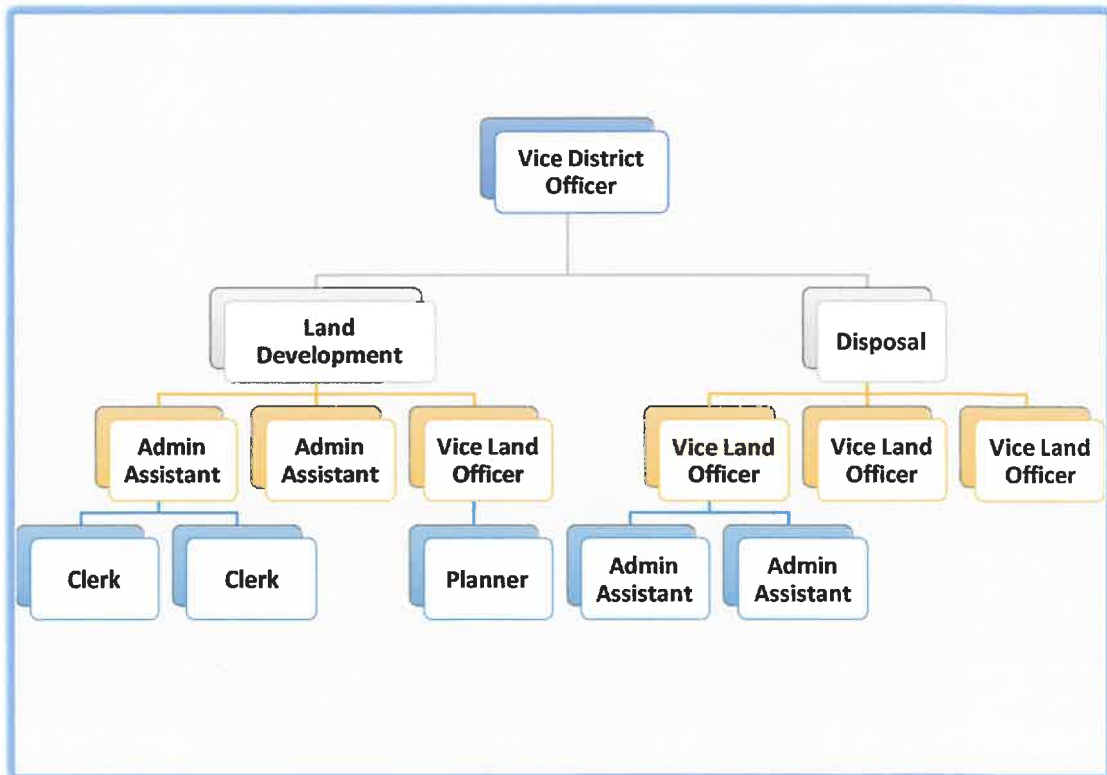


Figure 1.5 Land Development and Disposal Structure

1.2.3 Technical Enforcement and Revenue

The Technical Enforcement and Revenue consist 2 units which is technical enforcement and revenue. For technical enforcement there are vice land officer and admin assistant. For revenue, there are financial admin assistant, admin assistant and despatch.

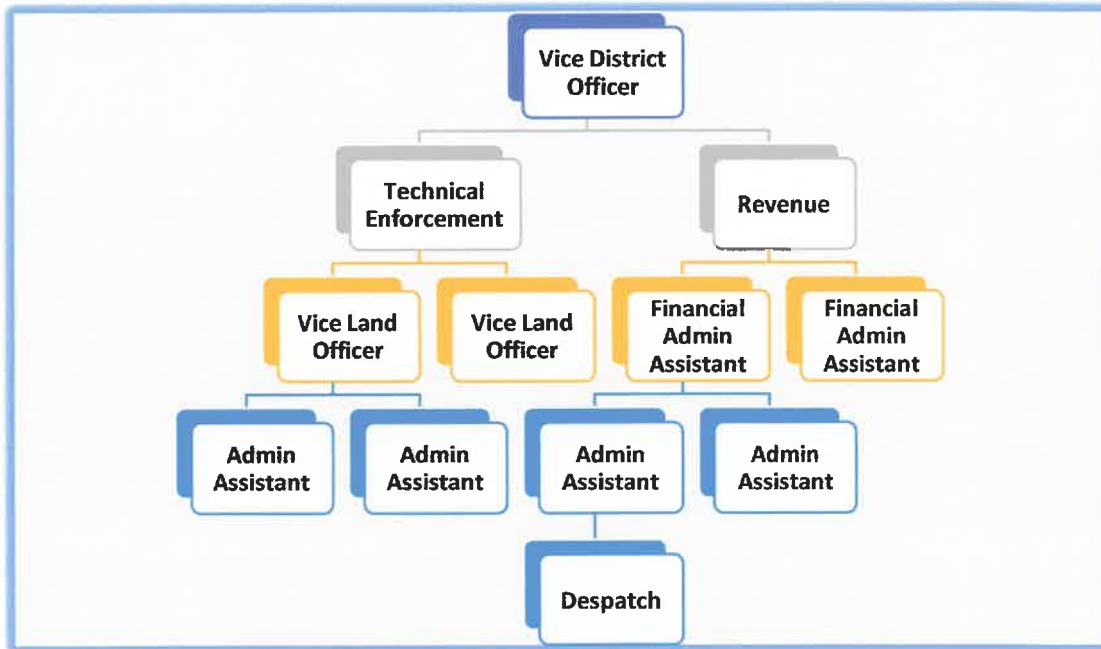


Figure 1.6 Technical Enforcement and Revenue Structure

1.2.4 Administration

The administration unit consist of three which is admin and finance, IT and event management. In admin and finance, there are admin assistant, accountant, clerk and despatch. For IT, there are IT officer and technician. Meanwhile for even management, there are only admin assistant.

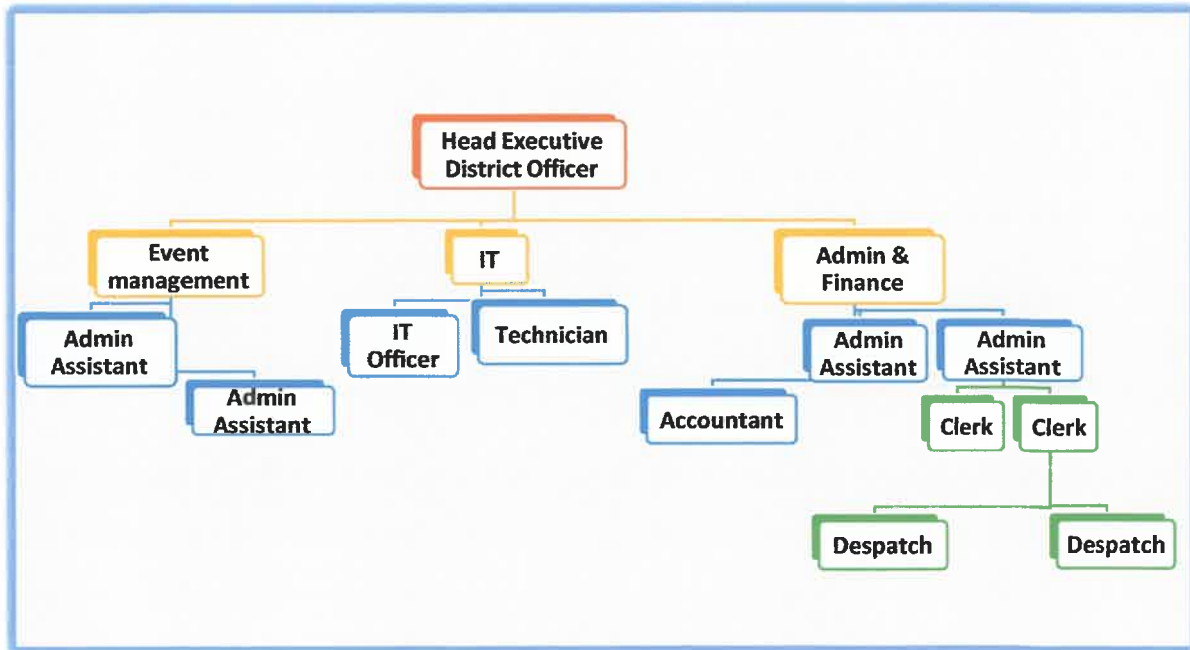


Figure 1.7 Administration Structure

1.2.5 Development (Community)

For development (community) unit there are admin assistant, penggawa, clerk and also a despatch.

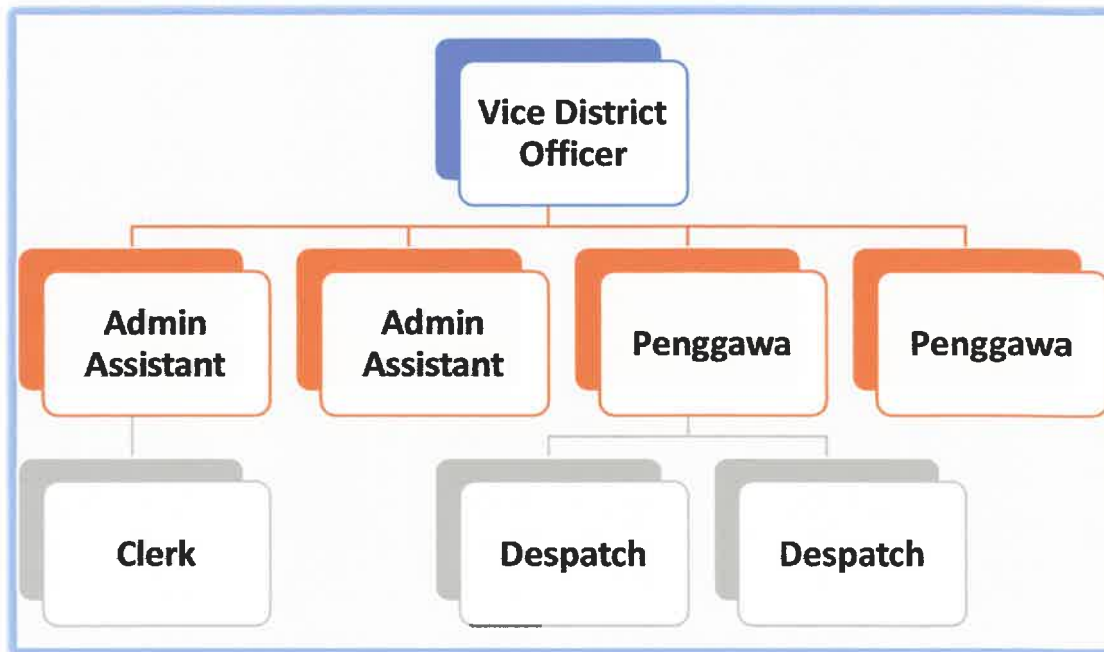


Figure 1.8 Development (Community) Structure

1.2.6 Development (Physical)

For development (physical) unit there are head executive district officer, executive district officer, admin assistant, financial admin assistant, assistant engineer, operation staff and planner

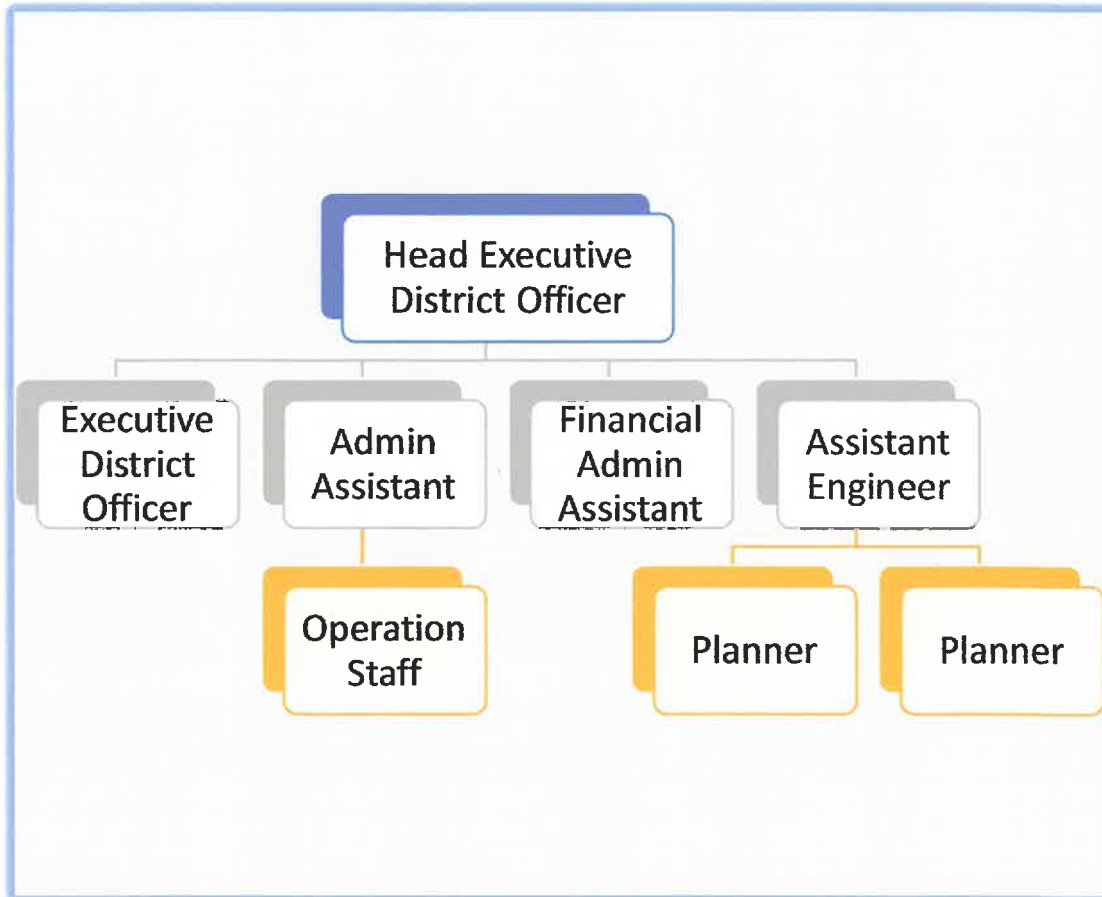


Figure 1.9 Development (Physical)

CHAPTER 2: ORGANIZATION INFORMATION

2.1 Departmental Structure

During internship trainee was assigned to the Administration Unit. The administration unit consist of three which is admin and finance, IT and event management. In admin and finance, there are admin assistant, accountant, clerk and despatch. For IT, there are IT officer and technician. Meanwhile for even management, there are only admin assistant.

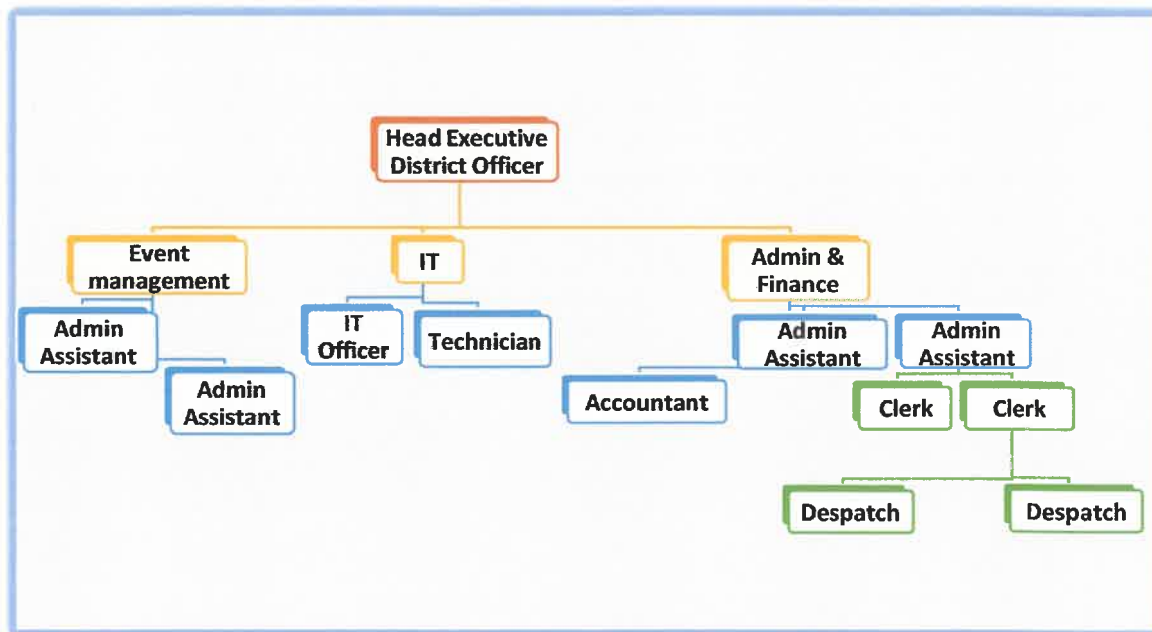


Figure 2.1 Administration Unit Structure

2.2 Departmental Function

ADMINISTRATION / FINANCE

Table 2.1 Administration and Finance Responsibilities

UNIT	FUNCTION
<p>Administration</p>	<p>Administration</p> <ol style="list-style-type: none"> 6. Human resource Management. <ul style="list-style-type: none"> • Service. • Counselling and discipline. • Act and direction. • Performance management. 7. Entertainment license. 8. Boat permits. 9. Post office affairs. 10. Practical student management. <p>Event management</p> <ul style="list-style-type: none"> • The secretariat to the official ceremony. <p>Technology and Information</p> <ul style="list-style-type: none"> • Maintaining the system.
<p>Financial</p>	<ul style="list-style-type: none"> • Maintain and update all accounting records. • Manage bill payments and claims. • Maintain a retail money transfer account. • Maintain government stocks. • Maintain government assets and departmental assets. • Secretariat to management and account committee. • Secretariat to the government's movable asset management committee and stock.

2.3 Staff Job Scope

Table 2.2 Staff Job Scope and Duties

POSITION	JOB DUTIES
Head Executive District Officer	<ul style="list-style-type: none"> • Responsible for preparing an office budget. • Secretariat to office discipline affairs. • Became a security secretary of the district. • Manage office administration and finance. • Supervise and coordinating office ICT units. • Ceremony affair <ul style="list-style-type: none"> a. Royal ceremony. b. All royal departures to the district. c. Religious, educational, security and social celebrations. • Security <ul style="list-style-type: none"> a. Always ensure safety matters for the customer that come into organization • Financial management <ul style="list-style-type: none"> a. Managing daily administrative matters such as payment of supplier bills, travel claims and others. • ICT <ul style="list-style-type: none"> a. Analyse computer systems. b. Test and analyse the performance of a program. c. Provide guidance materials for staff to run the program. d. Maintained computer system.

<p>Vice Administrative Officer</p>	<ul style="list-style-type: none"> • Supervise the work and office staff. • Manage retail money. • Coordinate the purchasing of furniture and office equipment. • Prepare government orders (indent work). • Control the use of office vehicles. • Manage the party or banquet. • Supervise card recorder time • Checking the preparation of pension paper. • Provision of annual budget estimation.
<p>Senior Administrative Officer</p>	<ul style="list-style-type: none"> • Review all correspondence via facsimile / registered mail / email that has been registered by the administrative assistant and course for officers and staff • Manage all disciplinary / counselling actions on staff • Managing staff performance • Checking bill / claims and retail money charges. • Managing movement of vehicles and vehicle fuel expenses.
<p>Administrative Officer</p>	<p>Services</p> <ul style="list-style-type: none"> • Manage employee annual salary movements. • Manage the human resource development panel meeting. • Process employee exchange documents. • Processing new staff appointment documents. • Processing departments examination application. <p>Data/HRMIS</p> <ul style="list-style-type: none"> • Reviewing the property declaration by employees using HRMIS applications. • Become a HRMIS system administrator.

Administrative Officer (Financial)	<ul style="list-style-type: none"> • Handling KWSP process for staff. • Managing OT allowance and staff travel allowances. • Manage the travel allowance for village chief. • Managing a salary for staff. • Retail money management. • Handle office equipment stock.
Clerk	<ul style="list-style-type: none"> • Cleaning up of administrative unit rooms, financial unit rooms and all related. • Distribute correspondence. • Post a letter. • Make a copy of the document. • Keep and store files. • Perform other tasks directed by the Senior officer.
IT Officer	<ul style="list-style-type: none"> • Managing and controlling unit personnel and appointed system operator contractors. • Monitor existing computer systems. • Coordinate trouble shooting reported by the user by phone / counter. • Ensuring, monitoring and maintenance monitoring of the network is implemented. • Provide graphic materials, books and banners. • Manage projector equipment, as well as plasma screens. • Conducting a research, planning, procurement and development on new ICT hardware and software requirements.

2.3.4 Staff of the Department

This are few of staff of department that i was assigned.



Figure 2.2 Staff of Department

CHAPTER 3: INDUSTRIAL TRAINING ACTIVITIES

3.1 Training Activities

3.1.1 Operator/Helpdesk

Trainee was assigned as customer service officers. Trainee must control all incoming calls to organizations no matter from public calls or from their own organizational staff. Trainee was responsible for efficient handling and quality of all phone calls, serving customers or guests who deal with the department well and friendly. Trainee should also provide information on the services provided by the agency, assisting clients or guests dealing with the department.

There are several function of customer services;

- 1) Handles all phone calls to organizations.
- 2) Providing information to customers no matter by phone or face to face.
- 3) Make sure to give the best and friendly service to all of the customer.
- 4) Give the best information to customer about the service that they will get at the organisation.
- 5) Receive and list down all the complaints from the customer to be given to top management.



Figure 3.1.1 Operator Workplace

3.1.2 System Star Rating (SSR) Audit Preparation and Reporting

On the first week of internship, trainee was assigned to make report regarding system star rating or SSR. This system star rating exactly was introduced by The Malaysian Administrative Modernization and Management Planning Unit (MAMPU) is responsible for promoting and creating a new revolution in the public sector in the field of administration. There are several objectives why SSR was introduced by government.

- 1) To evaluate and measure the performance of Government agencies to make sure that the public sector provides services to the best level.
- 2) To give a recognition to agencies that need to demonstrated the highest level of governance and always improving their best services.
- 3) Provide widespread publicity on policy, strategy, quality management and best practices that have brought success to the organization.
- 4) Promoting a healthy competition among public sector agencies in practicing organizational management and service delivery more effectively.

3.1.2.1 System Star Rating Component



Figure 3.1.2 Star Rating Component

For this SSR report, Trainee was assigned to do the component C which is customer management. To create this report, first trainee needs to create the questionnaire. After that distribute to all the customer that come to agencies. Collect all the questionnaires and then review all the survey and make a statistic report. In customer management component there are 3 types of management;

- 1) Customer management planning
- 2) Interaction with customer.
- 3) Customer management performance

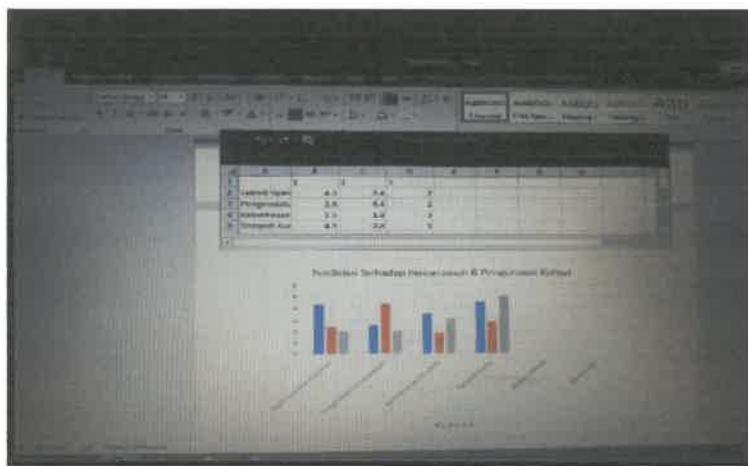


Figure 3.1.3 SSR Report

3.1.3 Mail Management Operations

For this task, trainee was assigned to handle all the incoming letter to the agencies. There are several steps for handling the letter. First, the all the letter that been receive at the agency will be sent to administration department. After that, trainee will take out the letter from envelope. The information about the letter will be list down in the letter log book. All of the letter that been received need to stamped, there are two type of stamp needed, first is date stamp and the other ones is agency stamp. Next, after process of list down and stamped, the letter will be given to District Officer to be minutes. Last, the letter will be distributed to the department based on district officer minutes. For example, if the letter regarding customer asked for their property document, the district officer will minute the letter to Land development department to be handle.

Important detail in log book;

- 1) Acceptance date
- 2) No. File
- 3) Date of Letter
- 4) Where letter come from
- 5) What is letter about;
- 6) Referred to who

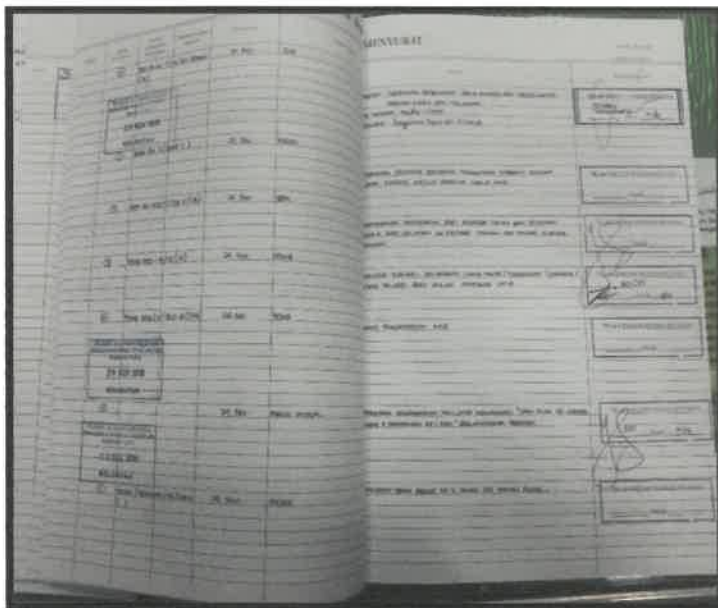


Figure 3.1.4 Mail Log Book

3.1.4 File Management (Manual/Online)

During internship, trainee also assigned a task regarding file management whether manual or online. The task included open and closed the file. Trainee will open new file if an officer needs it. The file will be closed if it exceeds the specified thickness of 4cm or more 100 sheets of paper. Each on the new file must have “PTJJK “been cited on reference number. For example, file “PTJJK 233/ 10”, 233 stands for Financial and 10 for volumes. For the arrangement, each file must be arranged on the drawer based on the alphabetically. For example, file name “PTJJK 454/3 HASIL”, so the file will be arranged on the drawer “H”. Trainee also responsible to handle online filing system. At the agency the system that was been used was “System e-fail PTJJK”. Any things that related to work which used record, trainee will find the file using the system. It helps the staff do the work faster. There are several types of file which is

1. Open - white file.
2. Limited - white file cover with limited cop stamp on it.
3. Confidential - green file.
4. Secret - a striped pink file.
5. Big secret - light yellow with red cross.

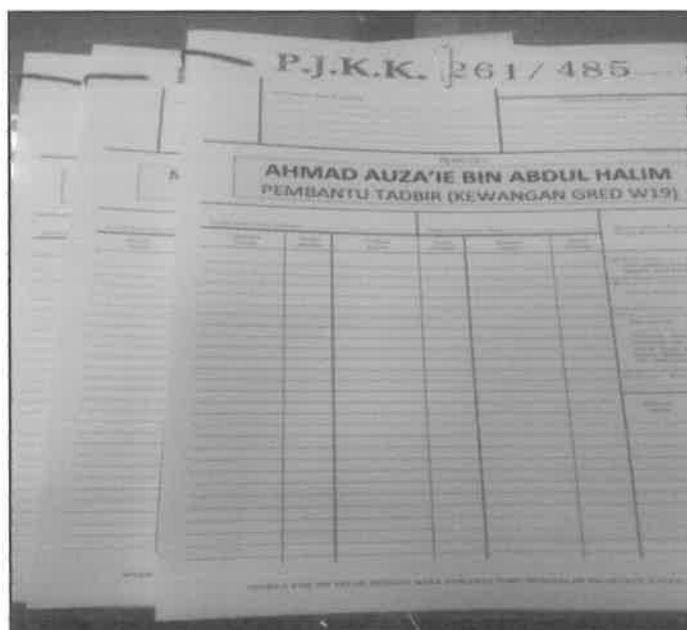


Figure 3.1.5 File for New Staff

3.1.5 Restructuring of File Room

During internship, trainee involved in the process of restructuring the file room. Before this, the file room was in a bad condition and unorganized. All the file only placed on the floor and causes it to become susceptible to pest such as mice. This condition may cause the file to be damaged if exposed to rodents. The process mostly takes about 15-20 days mostly. It takes a much times because the number of files is about 12 thousand. The file room was very important because it can help process of use, maintenance and control of record will be economic and more efficient. There are few important things that emphasized by agency when open the file room to ensure the records safety;

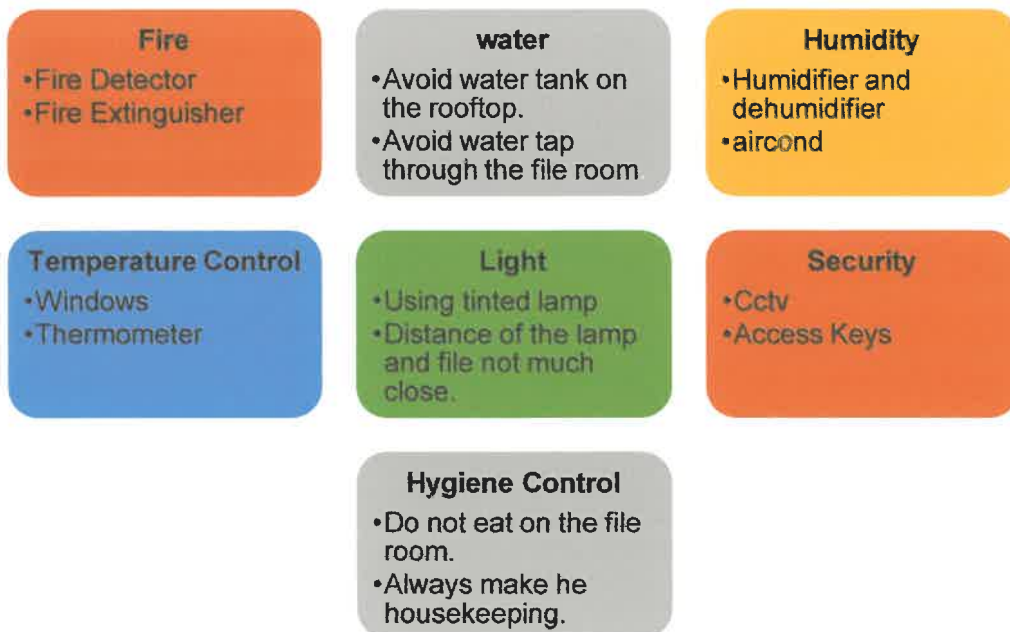


Figure 3.1.10 File Room Safety Procedures



Figure 3.1.11 Room After Reconstructing

3.2 Special Project – Research on Customers Satisfaction towards ICT Service by PTJJK

3.2.1 Introduction

Customer satisfaction is one of the keys to a successful organizational management (Mustafa, 2007) where satisfaction in getting a service will be evaluated by customers. To be a good organization, customer satisfaction with ICT services in the organization should reach a satisfactory level.

3.2.1.1 Background of The Study

Service sector have been an important factor in the rapid development of the country economy especially in Malaysia. This service-based sector is the mainstay of the various organizations areas including the federal and state governments. At the same time, profit-based private services also affect the economy and effective management of the country. The good service provided by an organization is one of the factors of attraction to the public about the capabilities of the organization in providing the best service to its customers. If the organization is unable to provide this good service, it will bring customer dissatisfaction with the management of the organization.

The advancement in Information and Communication Technology (ICT) has added a change in customer service management, for example with online systems to facilitate customers to obtain the desired information. CT has evolved over time and allows governance to improve and enable organizations to provide better and quality services. E-government is one example. The term e-government refers to the use of IT by government agencies, is in contact with the public. E-government can help in reducing costs, increasing revenue, improving public service delivery (Saeed, 2012). It also ensures efficiency, accountability in governance (Harris, 2000).

E-services concept as an interactive information service among service providers, service providers and agencies (Ghosh, 2004). Electronic services (e-services) are becoming increasingly important in providing customers with a convenient service with interactive information flow in the transaction process (Santos, 2003) The presentation of E-Services is very different from the delivery of traditional services, based on the flow of interactive information between customers and service providers (Li, 2007). The ICT service that is being offered by PTJKK for the time being is system of land tax calculation (SPHT). This system will help the customer to know how much they need to pay for their taxes.

3.2.1.2 Statements of the Problem

There are many studies that show the dissatisfaction of consumers towards the quality of ICT services. Therefore, in order to continue to develop and competitive in the industry it is important for the organization to continuously strive to improve the quality of services directly in meeting the needs and satisfaction of customers such as providing good ICT services.

The organization is not satisfied with the performance of the system such as the accuracy of the amount of tax payable by the customer. Hence, the organization need to get feedback from the customers relating to their level of satisfaction based on their experience of using the system.

3.2.1.3 Purposes of the Study

Each study has its own goals, the purposes of this study are:

1. To analyze the level of customer satisfaction on the quality of ICT services in the organization.
2. To analyze the method that can improve service quality that can enhance customers' satisfaction.

3.2.1.4 Conceptual Framework

Assessment using the SERVQUAL concept will evaluate quality service based on five dimensions which is the most dimension assessed by customers in achieving customer satisfaction Reliability, Assurance, Physical evidence (Tangibles), Empathy, and Responsiveness. SERVQUAL measurement was developed by Parasuraman, Berry, and Zeithaml in 1988 to measure the perceptions of service quality in marketing and later widely used in other fields. SERVQUAL works to identify potential gaps between anticipation and perceptions of both internal and external service delivery. It helps service providers to understand customer expectations and perceptions of services rendered as well as continuous quality assessments (Booth, 2003).

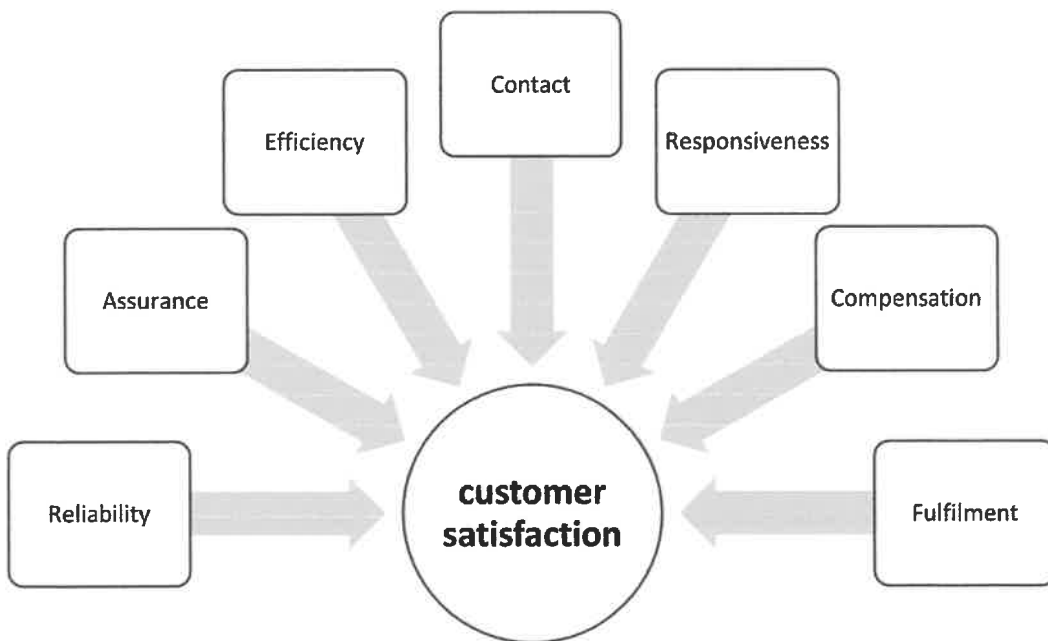


Figure 3.2.1 Conceptual Framework

3.2.1.5 Research Questions

1. What the extent of customer satisfaction with quality ICT service in organization based on E - SERVQUAL?
2. What is the difference between the level of customer satisfaction with ICT services based on demographic factor?

3.2.1.6 Significance of the Study

The trainee proposed this study regarding the customer satisfaction toward ICT service provided by the agency. The trainee focuses on the community which is a customer of the agency that I choose, which is the department of land and territory of Kuala Krai. Since, customers have their own experience and opinion on using the ICT services that have been provided by the organization.

In the course of globalization and the use of high technology in various industries, it is important to measure and evaluate the quality of service within the organization. This study is important because by analyzing the level of customer satisfaction with the ICT services provided, it can be used as a guide to the organization to increase the level of efficiency in their services that have been offered to customers.

This study will indirectly identify the weaknesses and disadvantages of ICT services provided by the organization. As a result of my research, the organization can further strengthen their ICT services and it will indirectly lead to an effective workforce in the administration and good service to consumers.

3.2.1.7 Operational Definitions

1. Information

Information can be categorized as the important part in our life because without information we are nothing to be compared with others. According to the Dictionary.com (2015), information can be defined as knowledge gained through study, communication, research, instruction and others. Example to fulfil the requirements assignment given by the lecturer, students should know how to find information either through research, study and communication or interview

2. Tangible

Physical facilities equipment conditions and personnel appearance

3. Reliability

The ability to perform the service correctly and accurately and reliably.

4. Responsive

Willingness to act to help customers and to serve them promptly.

5. Assurance

Employee's knowledge and decency and its ability to cultivate trust and confidence on customer side.

6. Empathy

Concern, individual attention given by service provider to its customers.

7. ICT

All the technology used to handle telecommunications, broadcast media, intelligent building management systems, audiovisual processing and transmission systems, and network-based control and monitoring functions.

3.2.1.8 Summary

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. To study about customer satisfaction to the service provided, research question, statement of problem and significance of the research were discussed.

3.2.2 Literature Review

3.2.2 Introduction

Good practices and Excellent system management such as the ISO Quality Management System (PKM) and ISO Quality Management System (SPK) or more commonly known as Total Quality Management (TQM) and Quality Management System (QMS), are generally believed to help organizations have the advantage compete in quality and meet customer satisfaction (Gotzami and Tsiotras, 2002). Therefore, it is imperative that any organization, whether government or private, provides the best quality to achieve their customers' satisfaction. Each field has different levels of quality in satisfying their customers. This is because the main service or product that satisfies the customer varies according to the type of service or product that is associated with the customer (Rizal et al, 2003).

According to A. Kahar, (2008) Customer Satisfaction or Customer Satisfaction is one of the business terms that means measuring the extent to which a product or service provided by the organization meets customer expectations or in other words customer satisfaction is the part that shows the will, customer needs and expectations that need to be met or fulfilled to ensure customer loyalty to the products or services offered.

3.2.2.1 E- SERVQUAL

The idea of e-service is one of the prominent applications of utilizing the use of Information and Communication Technologies (ICT) in different areas but it is difficult to provide a comprehensive definition for e-service. Along with the development of the internet and web-based technologies, online customers use necessary information on products and services. E- service quality is defined as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivering of products and services.

New developing of the e-SERVQUAL to study how customers judge e-service quality. This new model was drawn up through a three-stage process involving exploratory focus groups and two phases of empirical data collection and analysis. It contains seven dimensions: efficiency, reliability, fulfilment, privacy, responsiveness, compensation and contact. The first four dimensions are classified as the core service scale, and the other three dimensions are regarded as a recovery scale

Core service scale

a) Efficiency

The capability of customers to access the website, finding their appropriate product and information related to preserving minimum effort.

b) Fulfilment

Accuracy of service requirements, availability of the product in storage, and delivering the products on time.

c) Reliability

The technical function of the site, particularly the extent to which it is available and properly functioning.

d) Privacy

Assurance that every data fill out by customer are not open and that customer information is secured

Recovery service scale

a) Responsiveness

Compares the capability of organization to give appropriate data to customers when a problem happens.

b) Compensation

consists receiving money back and returning shipping and handling expenditures.

c) Contact

The requirement of customers to speak to a staff or organization via online or on the phone.

3.2.2.2 Service Quality Model

For an organization that emphasizes quality in the service it will help improve the company's internal operations, improve the quality of communication between external and internal parties due to clear job descriptions and responsibilities, raising awareness on quality issues, increasing productivity, enhancing customer satisfaction and trust in products company (Gotzami and Tsiotras, 2002).

Service quality perception is the notion that customers have received the expected quality. It is an external assessment of the customer (in attitude) and the comparative result made between what is supposed to be given to the customer and the actual service received from the perception or views of the customer itself (Alias and Abdul Rahman, 2001).

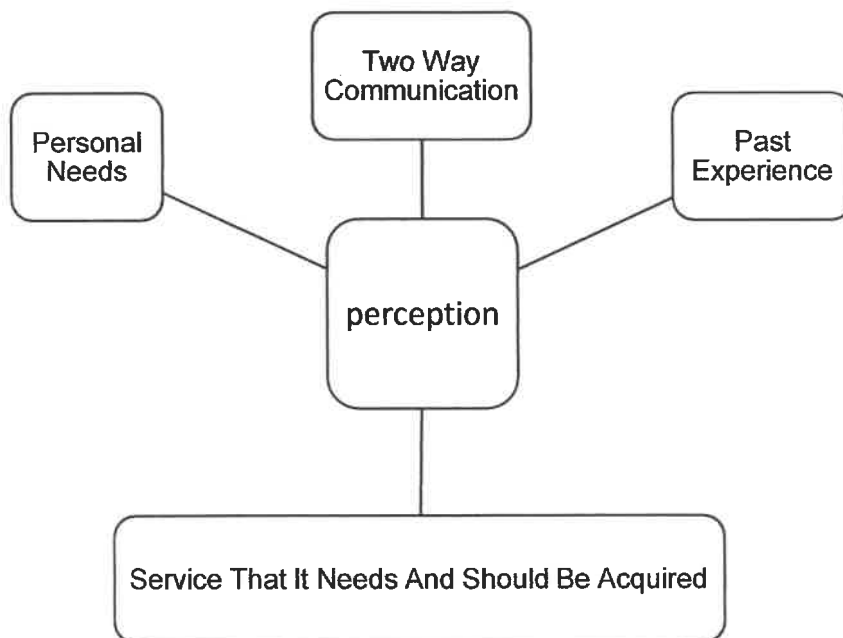


Figure 3.2.2 Service Quality Model

3.2.2.3 Relationship Between Service with Satisfaction

The relationship between the services provided by IPT and customer satisfaction has been linked through the Customer Loyalty Model (PDI, 2001). There are several aspects that contribute to customer loyalty towards the products or services offered by an organization. These aspects can be divided

as follows:

1) **Product Features and Services**

Features refer to specific performance aspects of the product or service. These features vary greatly depending on the condition of the product or service.

2) **Systems and Structures**

Systems and structures interpret organizational capabilities to support their commitment and give customers what they want (comfort, accurate information, and flexibility in orders).

3) **Customer Relationships**

Different human relationships can make a difference in customer loyalty. Representatives who are competent to understand what is happening and what is not happening and can form trust and honor ties with customers, will usually form a long-term customer relationship including an informal partner.

4) **Customer's expectation**

Based on customer-acquired information, conversations with signed sales representatives and contracts, customers have the expectations of what they have purchased.

5) Troubleshooting

errors that occur when handling quickly and correctly, it will have minimal impact on customer satisfaction. However, market researchers suggest that major problem solving can strengthen customer loyalty by improving customer confidence in organizational capacity to provide what has been promised or to fix it quickly.

6) Customer Satisfaction

Customers will compare their experience to the industry norms felt - the extent to which customers expect other competitors in the industry to serve them. Organization which meets industry expectations will give their customers the expected value. This represents the industry's average performance - the fundamental level of customer satisfaction.

7) Customer loyalty

Loyalty is built by providing more than expected customers. Organizations that build customer loyalty are sincere as a cause for continued competitive advantage

3.2.2.4 Quality Management MS ISO 9001: 2008

Implementation of quality management system (SPK) based on MS ISO standard 9001: 2008 in the Malaysian Public Sector is in line with the ISO 9000 standard set by the International Organization for Standardization (ISO) and adopted by the Department of Standards Malaysia through a series of Malaysian standards or Malaysian Standard (MS).

Based on the Approach Process Implementation of the standards under MS ISO 9001: 2008, is based on to process approach. Agencies need to plan and provide resources as well as implement processes within SPK to produce products or services that meet customer needs. The output of the process will be input to the next process and should be managed as a system to achieve agency objectives (MS ISO 9001: 2008 implementation guidelines in the sector public, 2010). The need for top management to carry out continuous improvements to SPK was also emphasized by this approach.

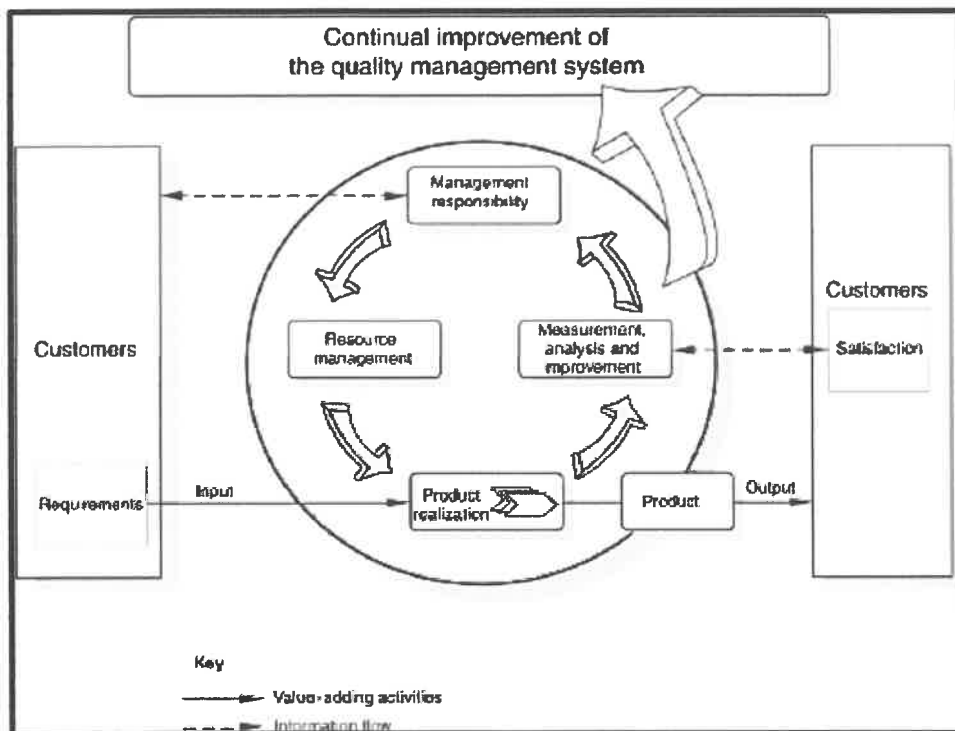


Figure 3.2.3 Quality Management

3.2.3 METHODOLOGY

3.2.3.1 Introduction

The objective of this study is to discuss about the objectives, operations and ICT products and services at the Land office. Customer and researcher and students will involve in this study which they will collaborate with each other in learning process of customer satisfaction toward ICT service. In this chapter, there have procedures are specific enough that another researcher can replicate the project. This chapter will be including and explain three points which is study design (type of study), study population and samplings, and data collection methods and instruments.

3.2.3.2 Research Approach

Quantitative Research

In this study, researcher will use quantitative method and provide one method which is questionnaire. In this chapter, researcher will provide one set questionnaire for customer to answer the questions that about their level of satisfaction towards ICT service provided by organization. Based on that, researcher will provide a few questions for selected 100 customer that come into organization. The population will be deciding base on the demography type for example, questionnaire will be given to different people based on their age, gender and their occupation. Researcher will give the 100-set copy questionnaire to the 100 customer that use the system by organization to answer it. The questionnaire will distribute to people or customer that waiting to get the service and researcher will identify only demographic profile information about the customer in term of age, gender, and occupation of customer. Researcher will not ask detail information about the customer profile because to protect privacy of the customer personal. Therefore, this questionnaire will have few sections which is rate and customer opinion. However, researcher will be providing quantitative method which is closed questionnaire. The questionnaire will distribute only at the organization not outside the organization.

3.2.3.3 Research Design

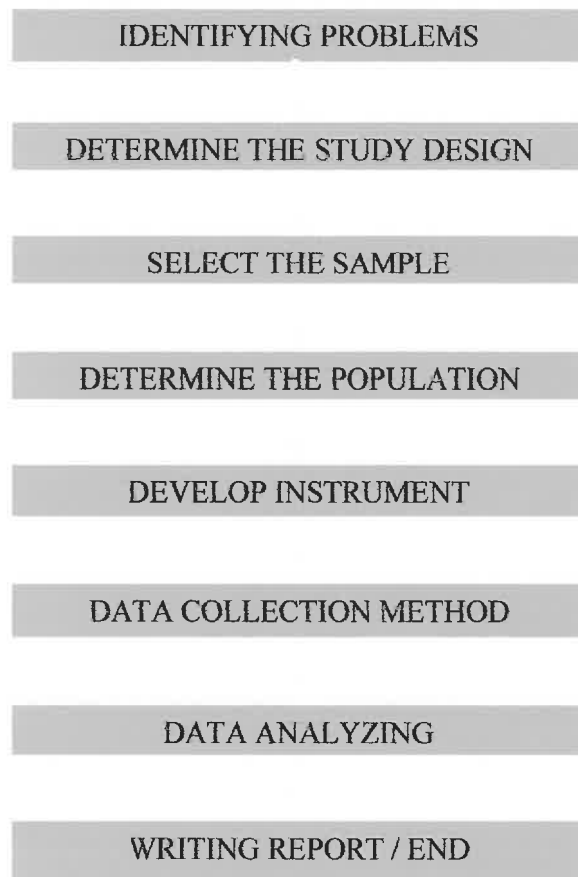


Figure 3.2.4: Research Design

Figure shows the research design of this study. The researcher will use quantitative method and provide one method which is questionnaire. The data will then be collected and analyse by using SPSS.

3.2.3.4 Data Collection Methods

Population and Sample

Population is the group of respondents who is involve in this research. This respondent will be involved in finding the actual solution on the issues raised. It is including the individual for whom the information is required to find answer on the research question. By narrowing the research problem that is suit with the topic. Regarding this topic, the populations of respondents to answer this research question was among the customer of department of land and territory. The total of sample responds in this research approximately 100 customers from different background such as gender, workplace and etc.

Data Collection Instruments

Questionnaire

The instrument that will be used in this study is the set of questionnaires which consist of how much the ICT service that was been provided by organization can help them to seek for information. The questionnaire is going to determine the effectiveness of an ICT service that been provided by organization, the customer will tell how much their level of satisfaction towards the services. The question type was including scale question and short essay. The questionnaire is included in the appendix section.

Data collection

During distribute the questionnaire, researcher will go to find a customer that waiting in front of the counter. The customer that was been chosen will get survey form from researcher and researcher will asked for their time to answer the questions. From that, researcher will be identifying the results based on each of the questionnaire that answered by the subject.

3.2.3.5 Data analysis and procedure

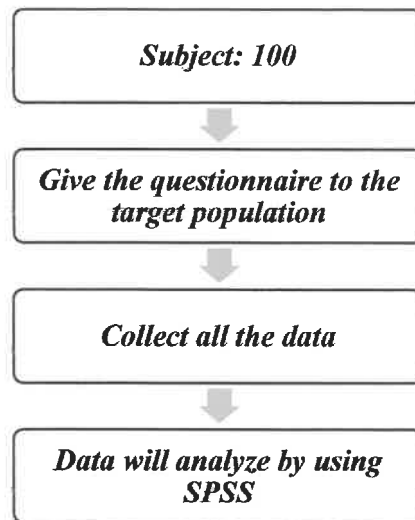


Figure 3.2.5: Data collection procedure

Figure 2 has shown the data collection procedure of this study. Firstly, the sample of this study is 100. After that I will distribute the questionnaire to the subject towards the selected customer that came from different age, job and gender to answer it. When they are already finish answer all of the question that have been distribute, all of the sample questionnaire will be collected. Next, after all of the data are collected, it will be analyzed by using SPSS. Finally, I will do the report writing regarding the result that I get from the survey.

3.2.3.6 Time Frame considerations

The figure below shows the process in completing this research proposal. The study takes around 5 months to complete this proposal. The process is included from deciding the topic until writing a research was conducted and monitored by lecturers from time to time.

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5
Deciding what to research					
Formulating a research problem					
Planning a research study					
Conceptualizing a research design					
Constructing data collection					
Selecting a sample					
Writing research					
Submit and presentation					

Table 3.2.1: Time Frame of The Process of The Research

3.2.3.7 Result

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	60	60.0	60.0	60.0
	FEMALE	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Table 3.2.2 Gender Result

AGE		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	15	15.0	15.0	15.0
	31-40	40	40.0	40.0	55.0
	41-50	25	25.0	25.0	80.0
	51-60	17	17.0	17.0	97.0
	61-70	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Table 3.2.3 Age Result

OCCUPATION		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	GOVERNMENT SECTOR	24	24.0	24.0	24.0
	PRIVATE SECTOR	25	25.0	25.0	49.0
	SELF EMPLOYED	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

Table 3.2.4 Occupation Result

PRIVACY		Sum of Squares	df	Mean Square	F	Sig.
AGE	Between Groups	3.263	1	3.263	3.085	.082
	Within Groups	103.647	98	1.058		
	Total	106.910	99			
GENDER	Between Groups	.014	1	.014	.059	.809
	Within Groups	23.986	98	.245		
	Total	24.000	99			
OCCUPATION	Between Groups	.307	1	.307	.446	.506
	Within Groups	67.403	98	.688		
	Total	67.710	99			

Table 3.2.5 ANOVA Result Based On (Privacy)

RELIABILITY		Sum of Squares	df	Mean Square	F	Sig.
AGE	Between Groups	1.271	2	.635	.583	.560
	Within Groups	105.639	97	1.089		
	Total	106.910	99			
GENDER	Between Groups	.962	2	.481	2.025	.138
	Within Groups	23.038	97	.238		
	Total	24.000	99			
OCCUPATION	Between Groups	.915	2	.457	.664	.517
	Within Groups	66.795	97	.689		
	Total	67.710	99			

Table 3.2.6 ANOVA Result Based On (RELIABILITY)

CONTACT		Sum of Squares	df	Mean Square	F	Sig.
AGE	Between Groups	.367	1	.367	.338	.562
	Within Groups	106.543	98	1.087		
	Total	106.910	99			
GENDER	Between Groups	.078	1	.078	.321	.572
	Within Groups	23.922	98	.244		
	Total	24.000	99			
OCCUPATION	Between Groups	.061	1	.061	.088	.768
	Within Groups	67.649	98	.690		
	Total	67.710	99			

Table 3.2.7 ANOVA Result Based On (Contact)

COMPENSATION		Sum of Squares	df	Mean Square	F	Sig.
AGE	Between Groups	9.662	1	9.662	9.736	.002
	Within Groups	97.248	98	.992		
	Total	106.910	99			
GENDER	Between Groups	.007	1	.007	.028	.867
	Within Groups	23.993	98	.245		
	Total	24.000	99			
OCCUPATION	Between Groups	1.420	1	1.420	2.099	.151
	Within Groups	66.290	98	.676		
	Total	67.710	99			

Table 3.2.8 ANOVA Result Based On (compensation)

RESPONSIVENESS		Sum of Squares	df	Mean Square	F	Sig.
AGE	Between Groups	10.987	1	10.987	11.225	.001
	Within Groups	95.923	98	.979		
	Total	106.910	99			
GENDER	Between Groups	.002	1	.002	.007	.936
	Within Groups	23.998	98	.245		
	Total	24.000	99			
OCCUPATION	Between Groups	3.274	1	3.274	4.980	.028
	Within Groups	64.436	98	.658		
	Total	67.710	99			

Table 3.2.9 ANOVA Result Based On (Responsiveness)

FULFILMENT		Sum of Squares	df	Mean Square	F	Sig.
AGE	Between Groups	.369	2	.185	.168	.846
	Within Groups	106.541	97	1.098		
	Total	106.910	99			
GENDER	Between Groups	.082	2	.041	.166	.847
	Within Groups	23.918	97	.247		
	Total	24.000	99			
OCCUPATION	Between Groups	1.229	2	.614	.896	.411
	Within Groups	66.481	97	.685		
	Total	67.710	99			

Table 3.2.10 ANOVA Result Based On (Fulfilment)

EFFICIENCY		Sum of Squares	df	Mean Square	F	Sig.
AGE	Between Groups	2.117	2	1.058	.980	.379
	Within Groups	104.793	97	1.080		
	Total	106.910	99			
GENDER	Between Groups	.946	2	.473	1.990	.142
	Within Groups	23.054	97	.238		
	Total	24.000	99			
OCCUPATION	Between Groups	1.660	2	.830	1.219	.300
	Within Groups	66.050	97	.681		
	Total	67.710	99			

Table 3.2.11 ANOVA Result Based On (Efficiency)

Based on the result that been analyse using the SPSS. Result show the male customer is the most participant that use the system provide by agencies. In term of age, 31-40 is the most level of age that use system. Regarding the ANOVA, customer was satisfied with the service base on the e-SERVQUAL.

3.2.3.8 Objective/Purposes of research achieved or not?

Based on the result shown, it was agreeable that the customer was satisfy to use the online service provide by PTJKK. They satisfy how the service can help them to get the information without need to go to organization, the system was ease of use and save their time. Purposes of the study was achieved; the organization can learn how to improve the system and create a new one for customer needs

3.2.3.9 Conclusion

In conclusion, this study has contributed to both of customer and organization itself. The study is to know how much the customer satisfy with ICT service that been provide by organization. Researchers want to give a little awareness to customer, especially about ICT service that can help them to get an information faster and more accurate. Apart from that, with this project, it may slightly be able to give a good impact on organization itself in training themselves to become more effective and responsible organization that can give a good service to their customer. Customer and organization also can communicate with each other without any gap between them. Since both of them need each other. Customer need the organization to help them in their property management. Meanwhile, the organization itself need customer to increase their economy.

3.2.3.10 Research Questionnaires

A) Profil Demografi

Sila tandakan (/) untuk memilih jawapan yang sesuai.

Jantina : Lelaki Perempuan

Age : 20 – 30 31– 40 41-50
 51-60 61-70

Pekerjaan : Sektor Awam Sektor Swasta Bekerja Sendiri

B) Sila Bulatkan Pada Nombor Berdasarkan Penilaian Pelanggan

1= Sangat Bersetuju 2=Setuju 3=Ragu Ragu 4=Tidak Bersetuju

Adakah maklumat peribadi pelanggan dijaga dengan baik?	1	2	3	4
Adakah sistem tersebut berfungsi dengan baik?	1	2	3	4
Adakah maklumat yang diberikan adalah tepat?	1	2	3	4
Adakah pelanggan mendapat maklumat yang dikendaki?	1	2	3	4
Adakah sistem bertindak balas jika berlaku sebarang masalah	1	2	3	4
Adakah pelanggan mendapat ganti rugi jika Sistem memberikan maklumat yang tidak tepat?	1	2	3	4
adakah pelanggan dapat berhubung dengan staf secara atas talian?	1	2	3	4

C) Sila Nyatakan Pendapat Anda Berdasarkan Soalan

- 1. Apakah cara yang terbaik untuk organisasi dalam meningkatkan kredibiliti sistem perkhidmatan online**

- 2. Apakah pandangan anda secara ringkas tentang sistem ini serta cara untuk meningkatkan kualiti sistem.**

- 3. Selain sistem ini,apakah sistem secara online lain yang perlu diwujudkan oleh organisasi untuk kemudahan pelanggan ?**

CHAPTER 4: CONCLUSION

4.1 Application of knowledge, skills and experience

During internship, trainee had applied the knowledge and skills learnt from IMR504 subject which is classification and filing system in order to manage the file for the organization.

- **IMR504**

From this subject trainee can adapt to organization how to manage the file whether to creating or controlling process. Filing system is a process involved classification, arrangement, storage, control and indexing of files for the purpose of retrieving when it is needed. There is level of classification in filing system;

1. Open
2. Restricted
3. Confidential
4. Secret
5. Top secret

File covers should contain the following information:

1. File Title
2. Classification Code
3. Keywords or Index terms
4. Date of opening
5. References to previous, continuation or related files
6. Security classification
7. Retention and disposal information.

- **IMD121 Communication Skills for Information Professionals**

At organization trainee was assigned as an operator/helpdesk task required the trainee to have a good communication skill with the customer. Based on what trainee learn from study, the subject IMD211 Communication Skills for Information Professionals was very helpful.

4.2 Personal thoughts and opinion

During practical training, trainees are exposed to a very good working environment. Trainee can learn how to manage customer service in an effective way. Staff also have a good attitude and do not think about giving new knowledge to trainers. Good work space also provides comfort to trainee throughout attending practical training.

However, there are some things that need to be change in he organization if related to internship. Organization must assign trainee based on their courses. If the trainee was study about the system, he or she must be assigned to it department not the financial. It is because, if they were assigned to different department than their specialist, they may not aware with their job environment in the future.

4.3 Lesson learnt

During internship there are several things that trainee can learn,

1. Punctuality

During internship, trainee learn that time was very important in managing customer. Staff or trainee must be punctual when served the customer.

2. Work under pressure

Trainee need complete the SSR report just in short time, only one week. SSR report exactly need to be done precisely and need a time, however to create it under short time require some of effort.

4.4 Limitations and Recommendations

1. Limitations

Some limitations that trainee observe during internship is, organization still using the old type PC in daily work. Using the old version create some problem, always need to be fixed and sometime the PC was lagging. If staff need to used the online system, they need to wait for few minutes. Another problem is, for staffing. The organization need to hire new staff, existing staff do not accommodate much work.

2. Recommendations

• For organization

Organization need to purchase new type of PC or equipment that can help them to manage the customer service effectively. Second is, for prayer room, they need to create two doors instead one, male and female staff using the same door.

• For faculty

Instead for a day, the log book must be fill by weeks. Trainee recommend it because, sometimes the trainee used to have do the same task daily.

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