

**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**  
**BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)**



**INDUSTRIAL TRAINING REPORT :**  
**SARATOK DISTRICT OFFICE**

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**DECEMBER 2017**

**CLEARANCE FOR SUBMISSION OF THE PRACTICAL REPORT BY THE  
SUPERVISOR**

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Title of Practical Report : Practical Report : Saratok District Office

Name of Student I : Nur'Liana Binti Kiplie

I have received the final and completed practical report and approve the submission of this report for evaluation.

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(NURAIIDA BINTI KIPLI)

## **THE DECLARATION**

### **Declaration**

I hereby declare that the work contained in this research proposal is original and my own except those duly identified and recognised. If later I have being found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

Signed,



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Nur' Liana Binti Kiplie

## ACKNOWLEDGEMENT

Firstly, I wish to thank God for giving us the opportunities to embark on our Bachelor and for completing this long and challenging journey successfully. However, fortunately with the help of many parties has made this project to be less difficult.

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## CHAPTER 1

### 1.0 Background of Company



Saratok District Office is one of the government agencies that involve in administration, security, society, development, also court in Saratok District. Saratok District Office located at the center of the city and the location of this government agency is really strategic. It is because it can make the public be more easy to come over if they have something they wants from Saratok District Office. Besides, it is easy for the public to recognize and acknowledge the existence of the Saratok District Office. Other than that, Saratok District Office also has a whole responsibility towards administration in Saratok District. In this organization, it has been divided into few sections and each section has their own officer that being responsible under it. Besides that, there is also small district office that being used as administration centre too as to assist Saratok District Office and it has been located at Budu.

## **1.1 History of Company**

Saratok District Office is one of the government agencies in Saratok. There are a few interesting history in the early development of this government office. Before being known as Saratok District Office, this agency has been known as 'Fort Charles'. It has been operated since before independent day which is around 1888 until 2008. Previously, before Saratok being developed, the office was located near to the Saratok Police Station. Hence, in 2009, new building has been built which is next to the primary school, SK Abang Abdul Rahman Saratok and the new building now is where Saratok District Office located. They started to transfer to the new building on 30<sup>th</sup> August 2009 at Lot 42 Saratok Town District. As mentioned before, Saratok District Office also known as "Fort Charles" which has been built by one of the member during Brooke's government named, Maxwell. It has been built around 1878 as one of the administration centre. It has been located at the center of the Saratok city on Bukit Sagatok and it has been one of the historical buildings in Saratok.

## **1.2 General Information of Organization**

### **1.2.1 Vision**

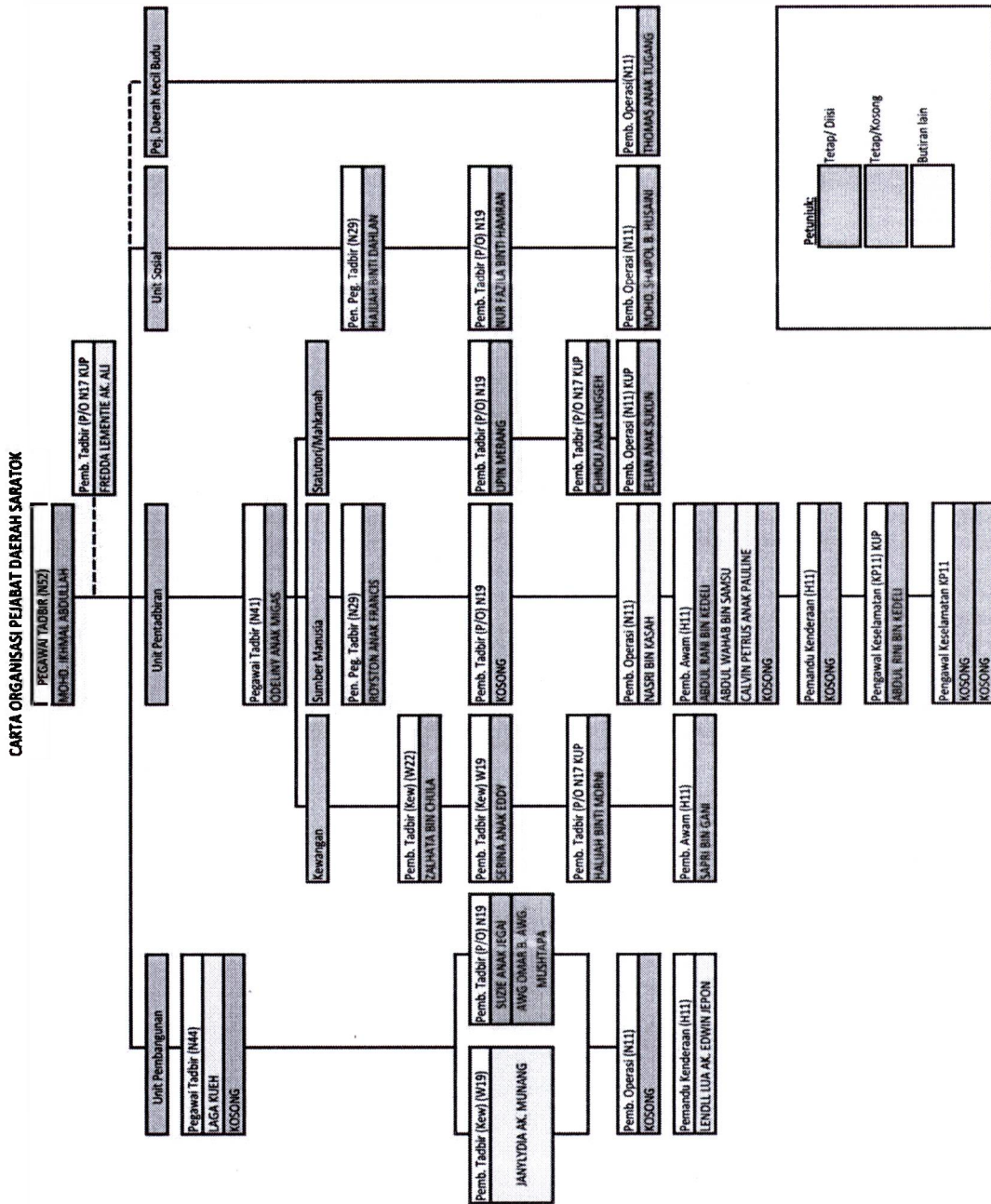
'Pejabat Residen Dan Daerah Bahagian Betong Beriltizam Menjadi Organisasi Yang Unggul Dan Progresif Untuk Memangkin Perubahan Ke Arah Pembangunan Mapan Dan Harmoni.'

### **1.2.2 Mission**

'Mengukuhkan Kecekapan, Ketelusan, Kepercayaan, Keberkesanan Dan Kemesraan Terhadap Pelanggan Dalam Menyalurkan Perkhidmatan Dan Pentadbiran Pembangunan.'



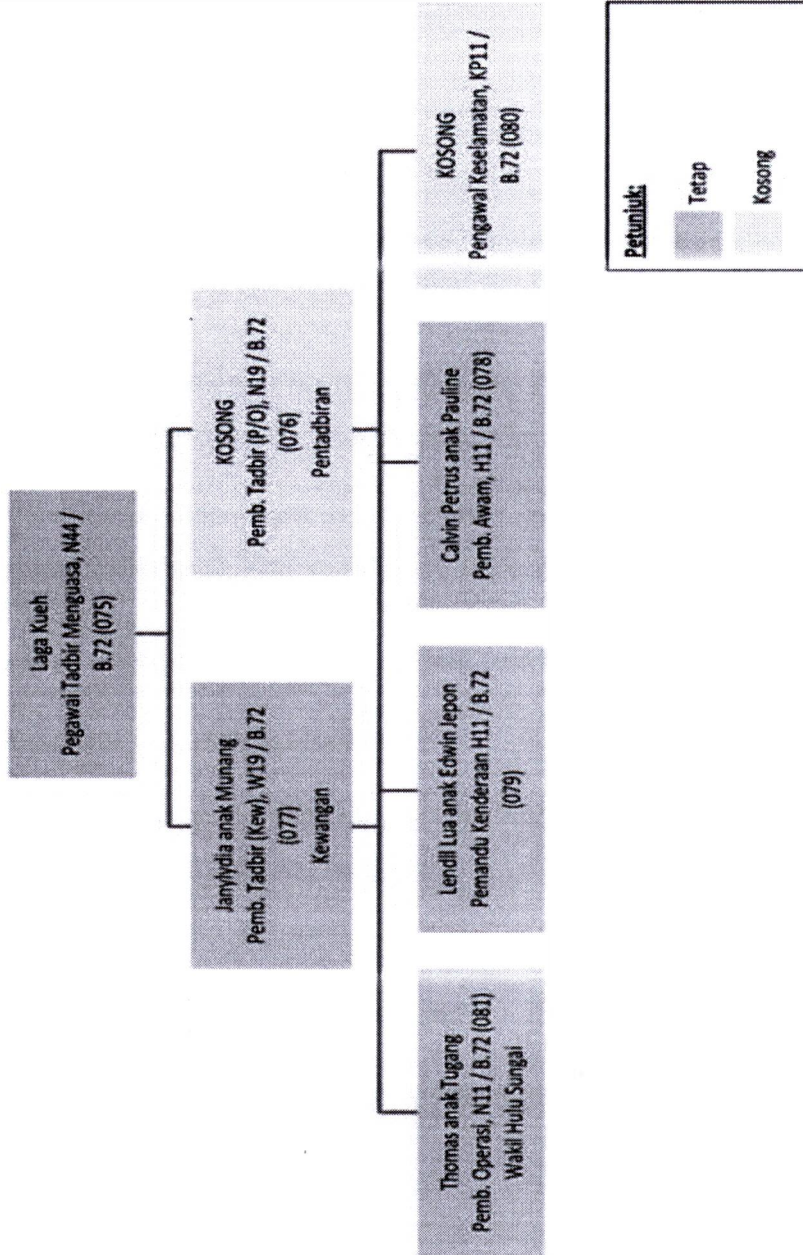
1.2.3 Structure of Saratok District Office



Sources : <http://www.betong.sarawak.gov.my/saratokdo/page-0-176-269-tid.html>

1.2.4 Structure for Budu Small District Office

**CARTA ORGANISASI PEJABAT DAERAH KECIL BUDU**



Dikemaskini pada 17.03.2017

Sources : <http://www.betong.sarawak.gov.my/saratokdo/page-0-212-310-tid.html>

Saratok District Office is being leads by the Saratok District Officer which is, Encik Mohd. Ikhmal Abdullah. Encik Mohd. Ikhmal Abdullah is a very diligent and responsible person which he always ensure that everything that happen in the organization run smoothly and systematic. He likes to share what he knows by giving new information and knowledge also gives some advices that are good and useful for the future. Other than that, there are also SAO Odeliny Migas who responsible in Administrative/Financial/Social Section, SAO Royston Anak Francis who is under Statutory/Administrative/Social/Quality Section, SAO Hajjiah Binti Dahlan who is just being transferred on February 2017 from Sarikei to Saratok and she is under Statutory/Community Services Section also Encik Zalhata who is the one that being responsible with organization financial. Each of the staffs has being allocated with specific tasks. Saratok District Office has 26 number of staffs including those who in small district office in Budu.

Meanwhile, Encik Laga Kueh is one of the Sarawak Administrative Officer that responsible under Development Section and also he is the one that responsible with Small District Office in Budu. There are some staff that also being assign under his care but most of the time they will do their work more often in Saratok District Office rather than at Budu.

### **1.3 Main Functions of The Organization**

- 1) Planning, implementing, stabilize, and reporting any development projects that occurred.
- 2) Implementing administrative tasks of the district that include administration of society institution, statutory services, and more.
- 3) Implementing security tasks in order to ensure the security of the district.
- 4) Implementing secretariat tasks for any events or functions or programmes that involve government.
- 5) Organize any administration matter in the organization, human resources, property, financial, accounting, also expenses that being made in Saratok District Office.
- 6) Responsible as one of capacity as a registrar for Native Court.

## CHAPTER 2

### SCHEDULE

#### 2.0 Introduction

In this chapter, the schedule of the entire week of Industrial Training being included. It is based on the weeks also days. All of the tasks that being given has been included and mentioned in this chapter. It is also based on what has being written in the log book that being given in order for the students to write up on their tasks for entire Industrial Training period.

#### 2.1 Week 1

24 July 2017

It is our first day of doing industrial training and before being introduced to the other staff, I went to one of our Sarawak Administrative Officer (SAO) which is Miss Odeliny Migas as I have sent my application letter to her before entered the office and being accepted. During the meeting, Miss Odeliny gave me few things such as the organizational chart and also mentioned about the small district office which has been located at Budu. She also explained about the hierarchy in the office. I have learned about the organization also during that day and after that Miss Odeliny asked me to learn about customer services first so that it will be easy for me to understand about the flow of the office as well. Besides, on that day, on night we will have 'Ramah Tamah Aidilfitri' and during the whole day we were busy preparing for 'Ramah Tamah Aidilfitri' which has been located at Rest House. Thus, during night, we, the industrial training students have been assigned as one of the 'urusetia' for that night and handling the process or the flow of 'Ramah Tamah'.

25 July 2017

During the second day of my industrial training, there are a lot of things that I have learned during customer services also the staff has teach me on how to serve the customer well. They also taught me who to refer to on specific things that demand by the customers. Besides, on this day, I have been asked by SAO Royston also SAO Hajjah to join a discussion regarding to upcoming function which is Majlis Penyerahan Baucar Pakaian Seragam Sekolah. This function is for N. 39 Krian area. I have learned that many things need to be focused on when we are

being responsible to handle a function and it must be parallel with the budget that has been allocated for them. After that, I went to the Registry Office and learned about filing with Miss Fredda Lementy which is the secretary for our District Officer, Encik Mohd Ikhmal. Besides, I have done some filing to on that day.

26 July 2017

My third day of industrial training and on this day I have learned how to make a better layout which will be using for the upcoming function. The layout is really important so that we can ensure the flow of the function will be better later. SAO Royston has taught me how to make a better layout and how to transfer the layout from only sketches into Microsoft Powerpoint. The layout is also be used to know how much chairs that we need, where is the register table, where will the guest took their food and more. That is why it needs to be carefully planned so that the flow of the function will be smooth. Besides, I have also learned on how to use fax since I am being assigned to fax and follow up for the invitation of the upcoming function. I also have being asked by SAO Hajjah to make a checklist of who has being invite and coming to the function for a better reference later.

27 July 2017

On this day, I am doing customer service and I also have learned about E-Kaseh from the staff. I have learned the requirements for those who want to apply E-Kaseh and how long for them need to wait for the response. Other than that, I also need to do follow up regarding to the invitation for the upcoming function and do faxing for those agencies who does not receive the invitation letter yet.

28 July 2017

On my last day of the first week, as usual I also have doing customer services and also follow up for the upcoming function. I have to key-in the checklist so that it will be easy to know which agencies that coming to the upcoming function. Besides that, I am also being asked by SAO Hajjah to photocopy some materials that will be using for upcoming function which will be distributes to the guests.

## 2.2 Week 2

31 July 2017

I have learning about 1AZAM and the requirement from the staff as I am doing my task at customer services. There are a few processes that need to be done before the publics can apply 1AZAM and the most important is their name have been existed in E-Kaseh. Other than that, I also have to keep follow up for upcoming function by calling agencies that has been invited. Besides, I have visited the pantry with other practical students along with the staff to ensure if there anything in the pantry that need to be add on. After ensuring what the pantry needed, we make a request to Encik Zalhata which is our Chief to provide some budget for buying some groceries for pantry.

1 August 2017

On this day, I have learning about payment and buying bullet from the staff and they showed us which form need to be fill and what I need to take from the customer before pass it to the staff. Other than that, I also have been asked by SAO Hajijah to reorganize the layout for the upcoming function by following the checklist that has been made before. After that, we have been asked to buy groceries for pantry such as changing the gas stove also bought new crock. On this day, I also being asked to ensure that each headmaster have hand out the voucher and filled it with students name and that will be distribute to students during the function later.

2 August 2017

Today is last day to follow up the agencies and the checklist will be finalized so that it will be easy for us to ensure the seats for the guests. Besides, I have been asked by SAO Hajijah to assist her to visit the venue for the function so that it will be easy for me to handling and look up the layout later. Other than that, SAO Hajijah also explaining to me about the flow of the function more detail to ensure the function will be smooth.

3 August 2017

On this day, I have being asked to readily preparing materials for upcoming function and checking up text that will be used and read by YB Datuk Seri William Mawan Ikom during function. I also have to recheck the checklist so that we will not missed any agencies during that day.

4 August 2017

Today is the day of the function and I have been asked to handling the function by being one of the persons that in charge in registration and after that controlling the flow of the function. I am also have been asked to ensure who will be represent each school to going on the stage along with their headmaster to receive the voucher. After done with distribute to the representative, we also have been asked to distribute it on the back of the stage to each students from each school.

### **2.3 Week 3**

7 August 2017

On this day, I have been asked to join the discussion about the same function which is Majlis Penyerahan Baucar Pakaian Seragam but for the different area which is N. 38 Kalaka. Then, I have been asked to prepare materials that will be using for next function and faxing invitation for the function. On the same day we need to follow up and finalize also do the checklist for the list of attendances because we have lack of time since we have just being informed about this by other agency.

8 August 2017

On this day, once again I have been asked by SAO Hajjah to check text that being prepared for speech in the morning. It is because in the afternoon we went to SJK(C) Min Syn for function. I also have being assigned as stage crew and in charged to distribute the voucher on the stage along with YB Datuk Haji Abdul Wahab AZIZ also other HOD. On the same day, during the function we have planned to celebrate YB's birthday and surprise him.

9 August 2017

On this day I have doing my customer services as usual and day by day I can handle those customer by myself as I slowly understand the needs and what I have to do for every different demands from customers. Besides, on this day we, the industrial training students have being busy for preparing out projects which we got permissions from SAO Odeliny Migas to conduct a programme for primary school students at Gerigat. It is a collaboration project between university students with Saratok District Office. Then, there will be two staff from the office to watch and together with us to handle the project.

10 August 2017

Today is the day we are doing our collaboration project at SK Haji Junid Gerigat. There are a few games that we have prepared for the students to boost their confident more and interest in both studies also sports. It is because the school has never makes such programme that involves university students. We have to handle those students from Year 1 to Year 5.

11 August 2017

On this day, SAO Hajjah taught me more about JKKK hierarchy (Pemanca, Penghulu, Ketua Kampung/Tuai Rumah). She also let me get to know each of their functions and responsibilities. Other than that, SAO Odeliny giving me task to make and create a new floor plan. Before that, she has guided me on how to create and giving an image by sketch. I have being asked to make both ground and first floor.



## 2.4 Week 4

14 August 2017

Today I am doing customer services as usual at the front line. Besides, I am also being giving task by SAO Hajjah to key-in the JKKK information and profiles. Those profiles need to be filled and given by the JKKK so that we will know is there any changes in the JKKK for specific area.

15 August 2017

On this day, I have been starting to work on the floor plan and I am starting from earth zone which is the ground floor. I have to count and listing each room that the ground floor having and after done I have starting to briefly sketch the plan. Other than that, I have been learning on how to make floor plan using Microsoft Powerpoint. Besides, I am also being asked by SAO Royston to faxing the invitation for Mesyuarat Regatta Bil.1/2017.

16 August 2017

On this day, I am still continue to work on floor plan but this time it is for the ocean zone which is first floor. I am also counting, monitor and listing each rooms and spaces that first floor have. After that, I have start to briefly sketch the plan with the staff guidance which mean the staff monitor the plan along with me so it will be easy for me to know each rooms function. That is why I need to keep referring to the staff and ask them about the floor plan. Other than that, I have been asked to call and follow up for meeting for Regatta.

17 August 2017

On this day, I have also being taught on how to make floor plan properly and asked to monitor on how the previous floor plan being done/created. After that, I have starting on transferring floor plan which is from sketch into Microsoft Powerpoint. I am using the sketches as my guide and reference. Other than that, I am also doing customer services.

18 August 2017

I am continued on creating or making floor plan which is on the ground floor. Then, I have being sked by SAO Odeliny to recheck the list and location for each room. It is because there are some rooms that have being change which mean the name of the room has change. That is why I need to ensure what is in the room and who are the one who using the room.

## **2.5 Week 5**

21 August 2017

On this day, I am at counter services and also follow up for Regatta's meeting. I am also doing checklist for those who will be able to come to the upcoming meeting. Other than that, I am also still working on my floor plan which I have to edit both ground and the first so it will be more organize and systematic.

22 August 2017

On this day, I have finalized my floor plan and show it to SAO Odeliny to ensure if the floor plan can be accepted or need to do any correction. After that, I have been asked to organize it more and do some editing and add on some rooms that not being locate/include in the floor plan. Besides, SAO Odeliny has also taught me and made me learned about Moveable Asset Management System.

23 August 2017

I have to follow up for Regatta's meeting today and make the checklist. Other than that, I have been asked to updating customer records for that day which the information being transferred from books into Microsoft Excel. After that, I have finalized floor plan and showing it again to SAO Odeliny and the staff to ensure if the floor plan is acceptable. The floor plan has been accepted and after that we have to take care of the asset in the office.

24 August 2017

On this day, I have been given a task to put some tags to each property in each officer office and ensure that the property is still in use and in a good condition. Besides, I also have learned that each tag must have same number as previous tags so that we can ensure that the property is still there and in a good condition.

25 August 2017

Today, I have been asked to learn on how the organizations manage their financial by asking and monitoring they updating their financial in different form for different staff which mean for driver there are different form that they need to fill. Besides, I have learned that they need to ensure the procurement is being written. Besides, on this day also it is the last day to follow up for upcoming meeting and finalize the checklist of agencies that coming for the meeting.

## **2.6 Week 6**

28 August 2017

Today is the day of the meeting which is Mesyuarat Regatta Saratok 2017 Bil.1/2017. I have being asked to join the meeting and have a look on how the meeting process is and learn on how to make a meeting report. Other than that, I also learned on how use electronic typewriter that is used to make a probate. The staff also taught me about the asset that can be included in probate (eg : ASNB, ASB etc.)

29 August 2017

As usual I am at the counter services to serve the customer and I am glad that I can learned to be more confident in order to communicate with the customer well. Besides, I also have updating customers' records into Microsoft Excel from last week until current day. Besides, today is also the day for organizational appreciation day for Industrial Training students because one of the students had finished their practical training on this week. Each students receiving their certificate and give some speech.

30 August 2017

Today I have been asked to learn about the task in the Court Department to know well on how they handling their customer demand. I have learned about Native Court and what are their allocated tasks. I have also received an experienced to join a hearing at Native Court regarding to divorce case. I learned on their rule during the hearing.

31 August 2017 until 4 September 2017

(Public Holiday)

## **2.7 Week 7**

5 September 2017

Today I have being given a task to key-in and updating JKKK information. Besides, I have also being asked by SAO Hajijah to recheck the list of name of the JKKK. I have to call up those JKKK to hand out the form that has been given before as we need to gather their information since it needs to be sent out soon.

6 September 2017

On this day, I have to rearrange each form at the counter and determine each form and separate it by the types. We need to make a new tagging again because it is to ensure that we have enough form and easy to refer on where the form is.

7 September 2017

Today is organizational appreciation since most of Industrial Training students will be finished next week. It is an event for the students from the staff and we had being given a gift from them. Besides, the staff also prepared some food for us and made us to prepare and giving out speech. It is because they want us to be confident and look on how well we are when being asked to be spontaneous at the front.

8 September 2017

Today we have organized and prepared hi-tea for the staff as for appreciation from practical students to the staff. It is an open pantry day for the staff. Other than that, I also being given tasks from SAO Hajjah to recheck on JKKK allowances because we need to ensure that those who have being left no status need to be cut from getting allowances.

## **2.8 Week 8**

11 September 2017

On this day, I have work on updating and checking on JKKK allowances. Besides, I also have to retype form that will be using for asset and who are the one that responsible with the asset. After that, SAO Odeliny giving me a task to do the checklist for desk files for each staff. I need to ensure that each staff have ready everything that have being written on the checklist.

12 September 2017

Today I have been doing customer services and learned about application to receive a budget for the club. There are some requirement that need to be fulfill in order to have the budget for their club and they must have ready few documents that they have to bring to ensure the legality of the club. Other than that, I have also joining *Majlis Penyerahan Program Baik Pulih* together with the JKKK that has being invited.

13 September 2017

Today I have to update JKKK monthly report and also make a proper list for JKKK allowances so that it will be easy for SAO Hajjah to refer and also to other agency.

14 September 2017

Today I have been asked to fax the offer letter of those who have being offered for PPRT to few agencies that have been asked to. Besides, I have to call those who have being offered for PPRT and ensure them to take their offer letter on that day. The PPRT list was done by voting in Sarikei. Besides, I also have updating JKKK list which their religions' house and also being asked to e-mail the list name of JKKK for 2017 as being asked by other agency after updating it

and specific it to which they asked me to. I need to ensure that the list has been really updated  
and the JKKK has sent out all their profile to us.

15 September 2017

Today is the last day of my Industrial Training. SAO Hajjah has given me the last tasks to do which is to ensure that the process of Malaysian Day for next day is smooth and all the agencies also the JKKK has been really does their part well. I need to ensure that all the instruments, facilities that being needed is really done and prepared.

## Chapter 3

### Analysis

#### 3.0 Introduction

In the government sector, customer service is really important in order to keep the image of the sector. According to Yap (2006), the success of service organization is depend on the organization counter services as it has play an important role for the government sector because it is one of the primary image building features in the organizations. Saratok District Office is known as one of the government sector and most of their customer is come from the local residents at there are itself. Thus, it is important to highlight more on the services given by the sector as for government sector, it cannot run from providing services to the customer. As being mentioned before on the role of Saratok District Office as one of the medium to help to develop the area.

#### 3.1 Definition of Concept

Definition of concept being included in this chapter in order to give much better explanation regarding to what have being gained during the industrial training and how it is being related to what that has being learned during theory in the class or lectures. As for this industrial training, customer services is one of the tasks that has been done during the training and each day new way to deliver and how to conquer the customer service well has being learned so that the customer will be happy with the service delivery.

##### 3.1.1 Services

There are several definitions towards services concept that has being proposed by the scholar. As for example, as cited by Goldstein, Johnston, Duffy & Rao (2002) in their previous research, they mentioned services concepts by Clark et. al. (2000) that stated the service concept as a mental picture which brought mean the 'service in the mind' not only held by the customers, hence, it is also being held by the employees and the designers itself as well.

As being mentioned by Ramseook-Munhurrin, Naidoo & Lukea-Bhiwajee (2010), services are produced and consumed at the same time in the presence of the customer and the service producer and it is not the same like tangible products. It is because to ensure the services that being given by the service producer is good or not, the customer must see itself by face-to-face or what does we call it as 'Moment of Truth'. It must be experienced by the customer itself so that they can know how the services are.

That is why it is important for the employee to serve the customer by providing them good and better services so that the customer can be satisfied. It is because the organization image and reputation it all depends on the services that being provided to ensure the customer satisfaction.

Other than that, attitudes and behaviors of the services provider can influence customers' perceptions of service quality because service delivery occurs during the interactions between services provider and customers (Schneider and Bowen, 1985 as cited in Ramseook-Munhurrin, Naidoo & Lukea-Bhiwajee, 2010). That is why it is important to leave good perception to the customer by follow the procedure in order to serve the customer well. The services provider also must be smart and have such high and great level of patience because each day or each time, different types of customer will come.

As being stated by the previous researcher, when the customer needs have being achieved and also exceed the customers expectation, this means that the results has being achieved and it cause in increasing in customer satisfaction (Norudin and Che Hamdan, 2010). Thus, the services that being given need to be good and based on what the customers want. It is because, the first impression among the customers towards the organization is all based on the services that being given. When the customer first impression towards the organization is good, it can help to increase the organization reputation and putting them in a good condition. Services is all depends on the person itself on how they bring themselves to the customers. The customer always giving high expectation when they come to the place where they want to receive a service.



### 3.1.2 Quality

Quality is being define by the customer itself. It is because, in order to know the quality of the services that has being given by the sector, it can be seen or measure through the customer satisfaction. When the customer is satisfied this mean that the way we delivered the services is good and have a quality. Other than that, it shows that we have reached also met the customer expectation.

Being efficient and responsive is really important in order to ensure the quality of the services. It is because, most of the customers really like when their interest being heard and response well by us. Thus, from this kind of attitude it is really help the sector in order to keep their customer satisfied and having good quality.

### 3.1.3 Customer Services

Customer services can be defined as the *how* and the *what* of service design, and helps mediate between customers needs and an organizations strategic intent (Goldstein, Johnston, Duffy, Rao, 2002). It is because both the customers needs and organization intent are related to each other. It is because, the quality of the services provided by the organization it is all depends on how the customer view it and to what extent that they satisfied with the services that has being given.

One of the best marketing key is customer services and it main competitive advantage is quality. This explained on how the customer services and it quality related and give influences towards each other. It is because, when the customer services is low then it can give effect on bad quality of services. Thus, it can leave such a bad perception among customer towards government services. The organization image also will be having such a bad impact where the customers might give more complaint towards the services. It is because one of the main objectives of a customer service function is to provide and maintain customer satisfaction (Muhammad Hafiz, 2008).

As mentioned by Muhammad Hafiz (2008) in his article, he stated and cited based on Ward (2008) which when the customer is feeling happy and giving positive feedback about the business along to other and repeatedly being a customer, thus, it shows that there is existence of good customer services. Thus, when the customer are happy on the customer services, it can

really help the organization to increase their image and create harmonious relationship between the public and the employee.

Customer services is being known also as front-line which it is where those who have being assigned in order to taking care of the customer interest. Besides, from the customer services itself, the customer will having their first perception towards the organization. That is why it is important for those who have being assigned at the counter services to serve the customer as good as they can so that the feedback will be more to positive rather than negative.

### **3.1.4 Service Quality**

Service quality can be seen on how good the service being delivered to the customer to the extent that it can meet customer expectation. The service provider must be able to assess any of their weakness in order to deliver the services towards customer. It is because from there, they will know what they need to improve in order to deliver services that have a quality and make the customer satisfaction.

Nowadays, the customers becomes more complicated than before as they have so much demands. That is why the service provider must be able to think and cope with this situation so that it can decrease the level of negative feedback from the customers. It is because customers really care about service quality.

### **3.2 SERVQUAL Dimensions**

In order to evaluate the service quality in the organizations, the customer usually will evaluate using these five dimensions. This five dimensions has being found by previous researchers which are very well-known every time if someone talking about service quality which are Parasuraman, Zeithaml and Berry. Besides, they named the five dimensions as SERVQUAL.

In SERVQUAL five dimensions, it have included :

- 1) **Tangibles** which are related to appearance of physical facilities, equipment, personnel, and communication materials.
- 2) **Reliability** that related to ability of the staff in order to perform the promised service dependably and accurately.
- 3) **Responsiveness** which is the willingness of the service providers in order to help the customers and provide prompt service.
- 4) **Assurance** which is knowledge and courtesy of the employees and their ability to convey trust and confidence towards their customers.
- 5) **Empathy** which related to be and have a caring attitude towards the customer. Besides, it is also like individualized attention that the firm provides to their valued customers.

All this five dimensions is really important to the customers but not all the dimensions are equal which mean the service providers must be able to look into each dimensions when providing the services and not only focus on one particular dimension. It is because each dimensions are related to each other and it need to include all those dimensions.

Besides, in government sector, this five dimensions need to be highlighted it important because from this the sector also the customer itself will know whether the services that being provided being delivered well or not. Saratok District Office is a government sector that it is depend their image heavily on their sector counter service (Yap, 2006). It is because the customers that come to the Saratok District Office is mostly and majority is the local community itself. Thus, without any choice they will have to go through the counter services before the next process can be implement. That is why it is important for the service providers to ensure that the customers feel happy and comfortable to go to the organization and using the services.

### **3.3 Application of SERVQUAL Dimensions in Saratok District Office**

As being mentioned before, there are five dimensions in SERVQUAL which use by the customers in order to evaluate the customer services. It is important to stressing on all five dimensions in delivering the services. It is because from there the service providers know what they need to improve in order to deliver the service quality to the customers. As in Saratok District Office, it is vital for them to stressing out all five dimensions as they are one of the government agencies and frequently connecting and communicating with the customers from internal also external customers. The service providers must be able to indicate which are that the customers really care about because it will mean a lot towards the service providers itself.

As for the services provider, reliability of the services provider is really important. It is because the customers really like those who they can trust and rely on in order to deliver the services that being requested. It brings mean that the service providers must ensure everything that they said are reliable and relevance. It is because, from there the customers will see whether the service providers words really can be trust or not. That is why, it is important for the service providers be more careful in order to make a promise to the customer by making the promise words are relevance and can be done by given time. For example, in Saratok District Office, there are customers who come in order to make a probate. Probate is known as asset that being left by deceased. As for service providers, they frequently being asked how long they can make the probate and make it done. Thus mostly the service providers will tell them to collect in within two weeks until it can be done. It is because, in making probate, it need to be look into each detailed so that it can be no error in the probate later. Thus, the service providers must ensure that the probate can really be done by two weeks as being promised and if not, it will lead to dissatisfied customer and decrease their level of trust towards the agency. Hence, if there any problem occurred during the making process, the services providers must know to contact the person and mentioned about the problem so that they can be informed because the customer who come in Saratok District Office is not all from Saratok itself, they might come from other area that might takes their time in order to go to the office. This will help the service providers to improve themselves more and increase the reliability among customers.

Other than that, the service providers must be able to be responsiveness by response quickly. It is because every customer whether it is internal or external customers really like it when their interest being response on time. The service providers must be able to manage the customers interest well. As for Saratok District Office, sometimes there are other agencies that connected to the District Office for example when they want to borrow the meeting room, thus, the service providers must be able to know whether the meeting room is available for particular day and quickly booking it if there are available. It cannot be simply saying they will look into it later and lead to delay in giving information to the particular agency. If this kind of situation ever happen, it will lead to distrust from other agencies to District Office. Being able to response quickly to this matter can help the service providers to be more discipline and proactive in doing their tasks.

Assurance also need to be focus in the customer services in order to have service quality. This demands the service providers to have knowledge about what they need to deliver for each customers. It is because, the customers must go through the service providers before they can get into the next process. That is why the service providers must know each requirements for each demands for example, in order to repairing house or built a new one, the service providers must know which form that need to be fill by the customers and explained the details for them. It is for make the customers easier to know what they need to have before they can apply for the aid later. The service providers must become expert in order to explained about the details to each customers. It is to prevent the customer to come repeatedly throughout the office. When they know what they have to bring, it can make the process become smooth and they will not feel burden for coming to the office everyday. Other than that, this can also improve the service provider reliability towards delivering their tasks. Besides, in Saratok District Office, most of the customer are Iban and some of them might not know how to speak in Malay. Thus, this lead the service providers need to learned and understand what are the customers want because when there are barrier in communication skill among the service providers, it will be hard for the service providers to deliver their services. Thus, it will make the process going slow and lead to impatience customer. That is why it is important for the service providers to improve their communication also language skills in order to avoid any miscommunication between the customers and the service providers.

Other than that, the service providers also must have empathy which are related to caring employee towards their customer. It can also be known as individualized attention that the organization provided to their customer. In this matter, the service provider must be able to follow the client charter which they need to serve the customer according to it. The service providers must show their interest in order to serve the customer. It can be done by showing such a beautiful smile and talk softly but can stress each detail diligently. The service providers also must ask if there is anything that they can help in order to know whether there is something that the customer wants to ask regarding their inquiries. Thus, from that, the service providers can understand their customer more and the customer itself will feel comfortable as they found that the service providers being care and nice towards them. As in Saratok District Office, most of the customers that come to the office know each employee well and the employee also know their customer well. It is because they really value their customer and care on what they want. Everytime the customers come to the office, they will give us big smile and talk comfortably with us and it shows that they really comfortable at the place.

Lastly is the tangibility of the area that services being provided. This is the last dimension in SERVQUAL which is related to the appearance of the place. Hence, even it is the last dimension and least need, but it is cannot be taken lightly by the service providers as well. It is because, the customers will also tend to look at their surrounding where they are being given the services. Thus, from there it can help to increase reliability and assurance towards the place. They will feel more comfortable in order to receive their services at the agency. As for Saratok District Office, the sofa also television also being provided in the at the waiting area as they do not want the customers to feel bored and feel like waiting too long before their interest can be deliver. The service providers will also need to ensure that the channel that being played on the television can be accepted and suitable by all customers. Other than that, there also a table, chairs and pens being provided to make them easier to fill the forms.

Saratok District Office is known as one of the government office that serving their customers by giving services towards them. In Saratok District Office they also involve front line also back line. They also having their own counter that used as the counter service which the front line staff will be responsible in order to serve their customer. It is by asking what services that the customers want to have from them. As being mentioned before in the previous chapter, Saratok District Office giving several services for their customer such as probate, strum, projects, aids and more. Thus, it is really important for the staff who responsible at the front line to know what the customer want before it can be done by back line staff. Besides, those who are given responsibility in order to serve the customer at the counter services which is front line must have knowledge regarding to each services such as type of forms that need to be fill by the customer before they can proceed to next steps, what does the customer need to have and bring to the office if they want services like probate, projects, or any aids. It is because at the front-line all the forms need to be given by those who at the front-line. Each forms placed at different places and being labelled so that it easier for the service provider to locating where each forms being placed. Thus, it will make the service provider also to quickly response to the customer as they know where the form are and what are the form use for.

Other than that, those who at the counter services must have to know how to serve the customers well and be more patient in order to treat the customer because as for at Saratok District Office, customers that come to the office comes from various background such as their ages, races and sometimes they also want us to understand they well for example by their languages. Most of the customer who come to the office are Iban. Thus, I have being given an opportunities in order to take care at the counter service. I have learned a lot about how to serve the customer well and learned Iban language as most of the customers were Iban and most of them cannot communicate well in Malay language. Thus, from this I have adapted what has been learned before regarding to services that can bring to customer satisfaction which is empathy which is I have to care on the customer and bring myself to their situations and that has encourage me to learned more their language so that I can ensure my reliability in order to perform the services towards them.

## CHAPTER 4

### SWOT ANALYSIS OF SARATOK DISTRICT OFFICE

#### 4.0 Introduction

In this chapter, the strength, weaknesses, opportunity also threats of the Saratok District Office being mentioned.

#### 4.1 Strength

Saratok District Office have such a good employee that are really committed towards their job. They always ensuring that they give the best services for their clients. Besides, I found that they tend to be really friendly towards their client and know their client well. Saratok District Office is one of the government agencies that their client comes from various type of citizen and each staff will serve different type of services for different clients. Even it is so, each of them knows every clients that come and do not differentiate any of them and treated them in friendly way. Besides, they always ensure that their office will not being left empty without any staff to take care of their office even it is the time for them to have their morning coffee. It is because they do not want to disappoint and really favor their clients. That is why I found that they are really reliable and they will take an action as soon as possible based on what their clients need.

Besides, in Saratok District Office, they have such a good also clear dividend of tasks and this make their performance to be more efficient and systematic. Each staff will be divided and given their own part or task to be responsible with. In Saratok District Office, there will be a person who take care of probate also foster children matter which is Puan Upin Ak Merang is the one who have responsible to take care of this tasks. Meanwhile for strum license also PPRT which stands for '*Projek Perumahan Rumah Rakyat*' will be take care by two staff that under development department which are Puan Suzy Ak Jengai and Miss Nur Fazilla. Other than that, there is also tasks regarding to village leader or generally about JKKK which stands for '*Jawatankuasa Ketua Kampung*' which being handle by one of the SAO which is Puan Hajjah Binti Dahlan. In Bumiputera Court, there is two staff that being put under it which Puan Chindu also Encik Jelian and they will be handle about marriage, land issue and more. Meanwhile, in the Financial Department, there are five staff at the Finance Office which are Encik Sapri, Puan



Halijah, Miss Serina also Miss Janylydia and there will be one Chief that will handle the financial at the office which is Encik Zalhata. He is responsible in ensuring all financial flows going smooth and detailed. Meanwhile, Puan Fredda is responsible for District Officer schedule also the flow of fax and filing, SAO Laga Kueh is responsible for Development Department, SAO Odeliny Ak Migas is responsible for office information and also administer website, and SAO Royston is responsible for administer website. Besides, there is also staff who is responsible to make the operation will be good and systematic which is Encik Shaipol.

#### **4.2 Weaknesses**

Hence, Saratok District Office also have their own weaknesses which one of the weaknesses is they has lack of system development which I will refer more to their absence of thumbprint system to ensure the staff work-in also work-out. Nowadays, we know that most of the agencies will use thumb print system to ensure their attendance. Hence, it is different with Saratok District Office which they still using traditional method which is log book which required the staff signatures. Actually this matter can be improve if they really considered it well and it can help the staff to be more punctual and discipline to come work.

Other than that, it is regarding to lack of good system in filing which there is always an issue involve the file that has been borrowed does not being given back. They do not have system or most common a log book to ensure who the one that borrow the files especially their personal files. It is because sometimes, it is not themselves who take and borrow the file. This matter has bring much problems as it can make the work flow to be slow down a bit.

#### **4.3 Opportunities**

Saratok District Office has an opportunity to make a good relationship with any others agencies at the outside since they are giving services for citizen. Any agencies that want to do some event or else, they will always refer to Saratok District Office first and ask for collaboration. Thus, from there we can ensure that there are networking happen between Saratok District Office also other agencies. Besides, it will be more easy for Saratok District Office also to conduct any event and ask for other agencies to provide them with few equipment if they do not have sufficient number of equipment. As for example, they will ask for Saratok Information Center to

provide them with sound systems such as speaker, LCD also, microphone if they want to conduct the event. It is because they always being together and give each other help.

That is why the service provider need to have better communication skill in order to create more better relationship to other Head of Department. Good and better communication skills can help to built in trust among HOD towards the agency. Other than that, in Saratok it is easy for the customers and the staffs to know each other whether at the office or outside the office. That is why it is great opportunities for the Saratok District Office staffs to strengthen their relationship among themselves.

#### **4.4 Threats**

Saratok District Office has customers that mostly that come from rural area. Thus, most of them using Iban language to communicate because they cannot speak fluently using Malay language. Thus, this has become a threat towards Saratok District Office as the service provider need to speak and try to understand what the customer want to say. This may influence the service productivity as they need to carefully understand and avoid any miscommunication. Besides, it might be barriers for those who are new in the agency as they need to understand and learned how to communicate well with the customers.

#### **4.5 Recommendations**

In order to increase the productivity and quality if Saratok District service, some recommendations being stressing out so that it can increase satisfaction of internal also external customer itself.

Firstly, regarding to the weaknesses that has being mentioned in this chapter before which more towards the system. It is to suggest that the staff can develop much better system in order ensure the staffs discipline and efficiency as to use thumbprint in order to ensure their time of coming and out from the office. It is to ensure that the discipline among staffs to be increase and the staffs will be more committed in serving their customer in particular time.

Other than that, they also need to develop system where they can access who borrowing the files so that when the file is needed, they might know who to refer and ask. It is because all the information of the borrower has been in the system. The issue will not have to rise and it will help them to be more efficient in order to perform their job.

Besides, it is needed for the staff to learn and know different language as their customers are mostly comes from different races and having different language. This will give impact and influence towards their customer satisfaction and efficiency in delivering services. The customer also will be more happy and trust the staff as well as they can understand them better. It can be an effort of the staff itself to learn through customer services.

## CHAPTER 5

### CHAPTER SUMMARY

#### 5.0 Introduction

In this chapter, the summary of all the entire chapter being included. It is in order to make it easier to see what have being stated and mentioned in this report. The summary for each chapter has being included so that it will be more organize and easy to found well which chapter for each summary.

#### 5.1 Chapter 1 Summary

As for Chapter 1, the background of the organization has being included. It is to explain on which organization that the student being placed or chose for the practical organization. Other than that, the organization charts for both Saratok District Office also their small district office which is at Budu also has being included to show the list of employees or staffs at the agency. Besides, it also shows the staffs assigned tasks and which area that they have being placed at. Through this chapter, the organization vision and mission also being included as for us to know their agency aimed. Lastly, their main function also has being included in order to stated what are their scope of business. As we know, government agency is required to concerning on the publics. Thus, from this chapter, the student scope of tasks have also being known automatically through the functions of the agency that has being stated earlier.

#### 5.2 Chapter 2 Summary

Chapter 2 is overall about the student tasks or schedule during entire Industrial Training periods. It is basically on the scope of tasks that the student have done during the practical period. It mentioned the chronology of the practical period day by day. From this chapter, the student tend to shows on what has been accomplished and learned throughout the tasks that being given. Through this chapter, it shows whether the student has learned and gained many things during practical weeks or not. It also shows some tasks that cannot being learned theoretically in class but need to learned through the student own experience and practically. Many scope of tasks that has being included in this chapter such as customer services, conducting events, filing, asset marking and more.

### **5.3 Chapter 3 Summary**

This chapter is really important as the student stressing on one particular tasks and relating it to the theory that has being learned during lecture hours. The student has stressing on the customer service that has being done for almost entire period of Industrial Training. When talking about services, it cannot run from service quality. Thus, in this chapter, the student has mentioned on what has being learned from the theoretical class and how it is being practice during practical. The student focus on SERVQUAL Dimensions that as being found by Parasuraman et.al relating to service quality. Besides, government agency is known as one of the agency that focus on delivering the services to the publics as their main customer are local residents in the area such as Saratok also Sg. Krian area.

### **5.4 Chapter 4 Summary**

The student has make a SWOT analysis towards the services that being provided in the Saratok District Office through this chapter. SWOT analysis is refer to strengths, weaknesses, opportunities also threats of the organization. This is really important for the agency in order to ensure and identify any part of the organization that need to be improve and organize well.

### **5.5 Conclusion**

As for conclusion, being able and giving opportunities in order to do Industrial Training is such a great experience for each students. It is because by doing this internship, it can really help the students to explore and know more on the job situation. Sometimes, what has being learned through class is not the same with what can the students gained from the internship. This is like two different world that need to be experience by the students itself.

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Thank you

Sincerely,

**Mohamad Hasimi Bin Abdullah**  
Assistant Registrar (HEA)  
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