



**MEASURING CUSTOMER SATISFACTION TOWARDS  
SERVICES OFFERED BY UNIT PENDAFTARAN  
KONTRAKTOR (UPK)**

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Sincerely

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## **ABSTRACT**

Determining customer satisfaction is fundamental to effective delivery of services. Successfully being able to judge customers' satisfaction levels and to apply that knowledge potentially gives an advantage over competitors. Given a vital role of customer satisfaction, one should to be surprised that a great deal of research has been devoted to investigating the process by which customers form judgments about a service experience.

This study is focused on the measuring customer satisfaction, the research constitutes the questions, which is first, are the customers satisfied with the current method of manual registration provided by UPK. Second, are the customers satisfied with the level of quality service provided by UPK. It is considered as strongly agree, agree, don't know, disagree and strongly disagree. Third, will UPK able to enhance the efficiency in providing the service to the contractors and finally, of all the indicators used to measure customer satisfaction, which one of it is the most important in relations to UPK. The respondents consist of 105 males and 30 females.

The survey research methodology was selected. It was chosen, as time was a critical factor. This study was conducted at UPK Kuching. The research instrument used in this study was the questionnaire. The questionnaire consists of three main sections: Section A, Section B and Section C and all the items are close-ended. The data, which had been collected, is analyzed through statistical package for social sciences version 13 (SPSS) and Microsoft Excel. Several recommendations are put forward based on the findings so as to improve the present management system and to be more effective and competitive.

## 1.1 Background Of The Study

As the world moves towards a global economy, the service sector has become a very significant contributor. "Any major economy that isn't competitive in the services sector isn't competitive internationally", says Welfram Grubler, an economist at the German Economics Institute in Cologne, Germany.

Therefore, for most government departments or agencies today, keeping up or improving services offered to their customers is a necessity. Improve services meaning improve the satisfaction of their customers. A human nature of needs and wants can never fully satisfy with limited resources. In regard to this problem, the management of UPK should monitor the satisfaction of contractors and their own staff.

Minimizing the dissatisfaction of contractors and staffs are very important because they are their core customers. Without them, UPK will not have existed at all. Furthermore, if the customers, especially the contractors are dissatisfied, this will give a bad image to UPK as a government department especially now that the government is doing whatever it can to upgrade the service provided to the public.

As for UPK, keeping their customer satisfied is their main priority. Since their establishment in year 1997, UPK continued to expand, modernize and improve their quality of service when finally they successfully to be ISO certified in year 2000. The core service provided by UPK is the issuance of contractors' license in order to enable them to participate in government tenders in the State.