



اوتو تكنولوجي تيكنولوغي مارا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

AM228

BACHELOR OF ADMINISTRATIVE SCIENCE (HONS.)

**FACTORS OF STAFF PROFESSIONALISM AT COUNTER SERVICES
AFFECT CUSTOMER SATISFACTION: A CASE STUDY AT TMPOINT
JALAN GAJAH BERANG, MELAKA**

Name of Students:

NURUL AKMA BINTI RAMLI 2009255434

NURHAYATI BINTI SALIMAN 2009874996

Name of Supervisor:

MISS JAMHIRAH BINTI ABDULLAH

SEMESTER MARCH – JULY 2012

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

Name of Supervisor: Miss Jamhirah binti Abdullah

Title of Research Report: Factor of Staff Professionalism At Counter Services Affect Customer
Satisfaction: A Case Study At TMpoint Jalan Gajah Berang, Melaka

Name of Student 1: Nurul Akma binti Ramli

Name of Student 2: Nurhayati binti Saliman

I have reviewed the final and complete research report and approve the submission of this report
for evaluation.

Remarks

Date:

LETTER OF TRANSMITTAL

Nurul Akma binti Ramli
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Miss Jamhirah binti Abdullah
Lecturer of Applied Research (ADS555)
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Dear Miss

SUBMISSION OF APPLIED RESEARCH REPORT

Regarding to the above matter, we hereby submit our research with entitled Factor of Staff Professionalism at Counter Services Affect Customer Satisfaction: A Case Study At TMpoint Jalan Gajah Berang, Melaka. This final report is requirement for the completion of Applied Research (ADS555) course which is required by the faculty.

Thank you.

Yours sincerely,

(Nurul Akma binti Ramli)

(Nurhayati binti Saliman)

THE DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Signed

(Nurul Akma binti Ramli)

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ABSTRACT

Counter service is the first step before the customer pursue the matter further. Counter services in an organization is important to give first impression for the customer. Instead of that, staff professionalism is very important in fulfilling customer satisfaction. It is mainly because staff professionalism at counter service will deal directly with the customer. Therefore, the purpose of this study was to identify the factor of staff professionalism that will affect customer satisfaction at counter services of TMpoint Jalan Gajah Berang, Melaka. The factors related with this study are communication, emotional management and employees' competency. The finding in our study shows that all the independent variables which are communication, emotional management and employees' competency have a significant relationship towards customer satisfaction at counter services. Instead of that, communication is the most significant factor affect customer satisfaction while emotional management is the least factor affect customer satisfaction at counter services.