

**TRUST AND SECURITIES DIVISION:
CUSTOMER SATISFACTION TOWARD PUBLIC
DELIVERY SERVICE (PDS)**

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ABSTRACT

Improving quality and customer satisfaction have received considerable attention from various parties in recent years. This study examines the exact dimensions contributing in customer satisfaction toward service delivery by Trust and Securities Division (BPAS). BPAS is a part of Account General Department (JANM) as The Registrar in which responsible to manage and admin the Unclaimed Money transaction. This project paper seeks to present objective information concerning the subject of customer satisfaction on the service delivery, as it applies to the current service quality dimension that related to the customer satisfaction. The information from this study will be synthesized to generate a cogent approach to correlate customer service with quality and quality service with customer satisfaction.

The objectives of this study are to identify the dimension of customer satisfaction towards public delivery service, to determine the relationship between customer satisfaction level and customer demographic factors and also to suggest ways to improve delivery service to satisfy customers toward BPAS. In this study, data was collected regarding the service dimensions and specific items that relate to quality service and satisfaction. Here the researcher was examining methods of identifying customer satisfaction, measuring and using the results to improve the quality of services. For the purpose of the study, the descriptive research was deployed in order to obtain the objectives. Self-administered questionnaire was used as the survey instrument beside interviews as the source of primary data. The technique of questionnaire being used is Likert rating scale. The questionnaires were divided into three sections that need to indicate by respondents. Meanwhile, for the population of this study comprise the customers of JANM. Customers attend to the counter as an element of population and 60 people of population will become as a sampling size for this study. Based on the over view of finding, researcher makes some recommendation to assist organization improve their delivery service.

TABLE OF CONTENTS

CONTENT	PAGE
ACKNOWLEDGEMENT	iii
ABSTRACT	v
TABLE OF CONTENTS	viii
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTERS	
1. INTRODUCTION	
1.1 Introduction	1
1.2 Organization Background	3
1.2.1 The Vision and Mission of BPAS	4
1.2.2 The Objective and Function of BPAS	4
1.3 Problem Statement	5
1.4 Research Questions	6
1.5 Research Objectives	6
1.6 Significance of Study	7
1.7 Scope and Coverage	7
1.8 Limitation of Study	8
1.9 Definition and Terms	9
2. LITERATURE REVIEW	
2.1. Introduction	10
2.2. Customer Needs and Expectation	13
2.3. Perception	15
2.3.1. Service Quality (SERVQUAL)	15
2.3.2. Customer Satisfaction	18
2.3.3. Perceived value	20
2.4. Efficient Public Service Delivery System	21

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Satisfying customers is one of the main objectives of every business. Businesses recognize that keeping current customers is more profitable than having to win new ones to replace those lost (McColl-Kennedy & Schneider, 2000, Reichheld & Sasser, 1990). Accordingly, the prestigious Malcolm Baldrige National Quality Award recognizes the role of customer satisfaction as the central component of the award process (Dutka, 1993). Good customer satisfaction has an effect on the profitability of nearly every business. For example, when customers perceive good service, each will typically tell nine to ten people. It is estimated that nearly one half of American business is built upon this informal, “word-of-mouth” communication (Gitomer, 1998; Reck, 1991). The University of Michigan found that for every percentage increase in customer satisfaction, there is an average increase of 2.37% of return on investment (Keiningham & Vavra, 2001).

However, lack of customer satisfaction has an even larger effect on the bottom line. Customers who receive poor service will typically relate their dissatisfaction to others. The cost of gaining a new customer is ten times greater than the cost of keeping a satisfied customer (Gitomer, 1998). In addition, if the service is particularly poor, 91% of retail customers will not return to the store (Gitomer, 1998). In fact, if the service incident is so negative, the negative effects can last years through repeated recollection and recounting of the negative experience (Gitomer, 1998; Reck, 1991). The message is obvious - satisfied customers improve business and dissatisfied