A Study of the Factors That Affect the Effectiveness of Counter Service towards Customer Satisfaction: A Case Study OF Student Affairs Division, Uitm Kedah

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ABSTRACT

The study is done by the researchers on A Study on Factors that Affecting the Effectiveness of Counter Service towards Customer Satisfaction: A Case Study of Student Affairs Division Uitm Kedah. Satisfaction is defined as a person's feeling of pleasure or disappointment resulting from comparing a product perceived performance or outcome in relation to his or her expectations (Kotler, 2000). The researchers state one variable in term of staff behaviour. In this research, the researchers want to know the satisfaction that is shown by the customer with their attitude after the employee serves them. It means that the researchers want to investigate how the staff's behaviour can influence customer satisfaction. The researchers used UiTM Kedah students as the respondent in order to know the satisfaction by using questionnaire method.

Keywords: Customer Satisfaction, Effectiveness, Quality, Satisfaction

INTRODUCTION

The quality of service delivered to external customer is often determined by the quality of service that internal customer (employees) provides each other that was stated by Cook (2000). According to this scholar, in order to determine the effectiveness of service provided it will

see to the services that are provided by the employees. It is important to know whether the employees achieve the customer satisfaction through given the service to the customer. The researchers want to know either the factors that are stated will influence the effectiveness of counter service.

The statement of problem in this research is according to Samsudin Wahab and Hasan Bahrom (2005) they stated that most of the staff did not give the actual service that they should provide to the customer. The delivery service also takes a long time and the staffs also make another task while giving the service to the customer. M. Rossiter (2005) also stated that staff should give full attention to their customer when giving the service to reduce customer waiting at the counter service operations. The perception of quality service is based primarily on customer's point of view and experience that includes various attributes.

The research objectives of this study is to determine whether the staff behavior affect the effectiveness of counter service towards customer satisfaction at Students Affairs Division. The scope of the study is confined to the students from Diploma Pentadbiran Awam (DPA). The significance of the study is to get more information, as a medium of interaction and to assist students to get a clearer picture. In addition, the benefits to Students Affairs Division is to improve the service quality and as a mechanism to achieve the goals. Our limitation is the lack of cooperation, time consuming and sincerity of the respondents.

METHODOLOGY

This study uses the quantitative research. Therefore, the researchers distributed questionnaire that consists of one section that presents question about the staff behaviour. The population in this study is the students from DPA and the sample that researchers choose was only 70 students.

Data Collection

The researchers will collected the data from the students of DPA course in UITM Kedah through personally administered questionnaires.

The researchers gave ample time for the respondents to answer the questionnaires. The question is to know the effectiveness of using the counter service. The researchers also want to know whether the counter service of Student Affairs Division is effective in handling their customers.

Data Analysis

Quantitative data is the data that is in the form of numbers and statistics. The data was measured by using Statistical Package for the Social Science (SPSS) technique. SPSS is the software package that is used to key in the data which was collected from the respondents and also to analyze the data.

RESULT

Type of Result – Correlation

Demographic

Gender

Hypothesis 1 (1) : There is significant relationship between gender and the factors that affecting the effectiveness of counter service towards customer satisfaction.

Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Female	257	7.77	1.358	0.085
Male	89	7.69	1.395	0.148

Table 3.1.1.1 (a) Group Statistics of Gender

In table 3.1.1.1 (a), it shows that the student respondent which is the female student is more satisfied with the counter service in Student Affairs Division,UiTM Kedah than female respondent. It is because of the mean value of female group is higher than male group. Mean of female group is 7.77 while male group is 7.69.

t-Test

t-Test	Customer Satisfaction
Significant	0.413
F	0.673
N	346

Table 3.1.1.1 (b) Significant of Gender

In Table 3.1.1.1 (b), it represents the demographic factor which is gender. Through this finding, it shows that there is no significant between genders and the factors that affecting the effectiveness of counter service towards customer satisfaction. It can be seen when the actual significant level is $p<0.05$ but in this finding, the significant is $p>0.05$ (p=0.413) and F=0.673. As a result, it proved that the Hypothesis 1(1) is rejected where there are no significant differences between genders and factors that affecting the effectiveness of counter service towards customer satisfaction.

Age

Hypothesis 1 (2)   : There is significant relationship between age and the factors that affecting the effectiveness of counter service towards customer satisfaction.

Group Statistic

Age	Mean	N	Std. Deviation	Std. Error of Mean
18-19	7.78	131	1.217	0.106
20-21	7.58	162	1.448	0.114
22-23	8.37	46	1.062	0.157
24 and above	6.86	7	2.410	0.911

Table 3.1.1.2 (a) Group Statistic of Age

In Table 3.1.1.2 (a), it shows the respondents from the group 22-23 years old are more satisfied with the counter service compare with other students. It is because the value of mean in this finding for the group of 22-23 years old is higher compare with other respondents which is 8.37. It is followed by the group of 18-19 years old which is 7.78 and 20-21 years olds is 7.58.24 and above is the lowest value of mean which is 6.86.

t-Test

t-Test	Customer Satisfaction
Significant	0.625
F	2.655
N	346

Table 3.1.1.2 (b) Significant of Age

In Table 3.1.1.2 (b), it represents the demographic factor which is age. In this finding, it shows that there is no significant between age and factors that affecting the effectiveness of counter service towards customer satisfaction. It is because of the actual significant level of $p<0.05$ but the significant of this finding is higher than from suppose to be which is $p>0.05$ ($p=0.625$) and $F=2.655$. Thus, it shows that the Hypothesis 1(2) is rejected where there is no significant differences between gender and factor that affecting the effectiveness of counter service towards customer satisfaction.

Physical Setting

Hypothesis 2 : There is significant relationship between physical setting and the factors that affecting the effectiveness of counter service towards customer satisfaction.

Correlation

	Customer Satisfaction
Pearson Correlation	0.371**
Sig. (2-tailed)	0.000
N	346

** Correlation is significant at the level 0.01 level (2-tailed)

Table 3.2.2 Correlation of Physical Setting

In Table 3.2.2, it represents the physical setting. In this finding, it shows that, there is significant relationship between the physical setting and the factors that affecting the effectiveness of counter service towards customer satisfaction. In other words, the findings is not only significant to the respondents itself but to the whole respondents. The actual significant is $p<0.05$ and it has proved that the Hypothesis 2 is accepted. It is because of correlation is significant at the level 0.01 level (2-tailed). The researcher has concluded that this Hypothesis 2 is accepted where

there is a significant difference between physical settings and factors that affecting the effectiveness of counter service towards customer satisfaction.

Staff Behavior

Hypothesis 3 :   There is significant relationship between staff behavior and the factors that affecting the effectiveness of counter service towards customer satisfaction.

Correlation

	Customer Satisfaction
Pearson Correlation	0.249**
Sig. (2-tailed)	0.000
N	346

**Correlation is significant at the 0.01 level (2-tailed)

Table 3.2.3 Correlation on Staff Behavior

In table 3.2.3, it represents the staff behavior. In this finding, it shows that there is significant between staff behavior and the factors that affecting the effectiveness of counter service towards customer satisfaction. In simple words, it shows that the significant is not only for the respondents but also to the whole population. The actual significant is $p<0.05$ and it has proved that Hypothesis 3 is accepted. It is because of the correlation is significant at the 0.01 level (2-tailed). The researcher has concluded that the Hypothesis 3 is accepted due to there is significant between the staff behavior and factors that affecting the effectiveness of counter service towards customer satisfaction.

Service Quality

Hypothesis 4   : There is significant relationship between service quality and the factors that affecting the effectiveness of counter service towards customer satisfaction.

Correlation

	Customer Satisfaction
Pearson Correlation	0.149**
Sig. (2-tailed)	0.000
N	346

**Correlation is significant at the 0.01 level (2-tailed)

Table 3.2.4 Correlation on Service Quality

In Table 3.2.4, it represents the service quality. In this finding, it shows that there is significant between service quality and the factors that affecting the effectiveness of counter service towards customer satisfaction. It means that, the finding is not only significant with respondent but also with the whole population. It is because of actual significant is $p<0.05$ and the researcher successful approved that Hypothesis 4 is accepted. It is due to there is significant at the 0.01 level (2-tailed).So, the Hypothesis 4 is accepted due to there is significant between service quality and factors that affecting the effectiveness of counter service towards customer satisfaction.

CONCLUSION

This research investigated the factors that affect the effectiveness of counter service towards customer satisfaction at the Student Affairs Division, UiTM Kedah. The primary data were collected by distributing questionnaires to 70 respondents from DPA courses in UiTM Kedah. The objective of this study was to determine whether the staff behaviour has affected the effectiveness of counter service towards customer satisfaction at Students Affairs Division. The researchers found out that the staff behaviour really affect the effectiveness of the counter service towards customer satisfaction. In previous studies, the researchers had already mentioned that the staff behavior really affected the effective of the counter service. The researchers conducted this research at UiTM Kedah and most of the students agree that there are the significant of staff behavior towards customer satisfaction.

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