



**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF ADMINISTRATIVE SCIENCE  
& POLICY STUDIES**

**EXECUTIVE MASTER OF ADMINISTRATIVE  
SCIENCE  
(EMAS)**

**RELATIONSHIP BETWEEN CLIENT SATISFACTIONS,  
SERVICE QUALITY AND CLIENT PERCEPTION  
TOWARDS THE EFFECTIVENESS OF  
CLIENT CONSULTATION SERVICES**

**ROMZAN BIN BUJANG**

**2013673718**

**JUNE 2015**

## THE DECLARATION

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

Signed,



NAME : ROMZAN BIN BUJANG  
Matric No. : 2013673718

## ABSTRACT

The problem that cause the level of bankrupt's satisfaction and perception through interview session or the so called consultation session has become a major issue in delivering a service quality provides by Mdl as a government agency. Misinterpretation, communication barriers, the attitude of the officer and the way service was the part of the reason that cause the effective internal consultation is an essential prerequisite for effective consultation services. Therefore, this study aims to examine the relationship between Client Satisfaction, Service Quality and Client Perception towards the Effectiveness of Client Consultation Service at Malaysia Department of Insolvency, Kuching Branch. Researcher has collected the acceptable data from all 200 respondents who participated in this research. The demographic backgrounds of the respondents are come from the bankrupt person whom the bankruptcy cases recorded in Mdl Kuching Branch at Rock Road, Kuching Sarawak. The mode of selecting the sample size are by using persuasive sampling and the questionnaire have been distributed to the respondents by using Five Level Likert scale. The analysis revealed that all of the hypotheses are accepted and the study has fulfilled the overall research objective which has been stated in this study. The researcher has come with the finding whereas the result designated that client satisfaction and client perception are the most dominant factor and this element that has a strong effect which will influence more effectiveness client consultation services. Finally, Client Satisfaction and Perception is the most important criteria that increase the effectiveness of client consultation services in Mdl. This is essentially important to government institutions, department and bodies as they are constantly involved in meeting with the community as well catering to the nation. The image of the organization is important as to living up to their vision and mission of providing the best service to the public.

**Key Words :** Bankruptcy, Effectiveness of Client Counseling Service, Service Quality & Client Perception and Client Satisfaction.

## TABLE OF CONTENTS

EXAMINATION CERTIFICATE.....	i
THE DECLARATION.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	viii
LIST OF CHARTS.....	x
LISTS OF FIGURES.....	xi
LIST OF APENDICES.....	xii

## Chapter One : INTRODUCTION

1.0 Introduction.....	1
i) Effects of Country Culture on Bankruptcy Perception	
ii) Bankruptcy in Malaysia	
1.1 Background of The Research.....	6
i) Administration Conducted by Mdl	
ii) Bankrupt's Consultation Session	
1.2 Problem Statement.....	12
i) Bankruptcy Cases Administer by Mdl, Kuching Branch Office, Sarawak.	
1.3 Research Questions.....	16
1.4 Research Objectives.....	16
1.5 Scope of Research.....	17
1.6 Significance of Research.....	17
1.7 Limitation of Research.....	18
1.8 Definition of Terms, Terminology and Concepts.....	20
1.8.1 Bankruptcy	
1.8.2 Bankruptcy Laws in Malaysia	
1.8.3 The Bankruptcy Petition	
1.8.4 Receiving Order (DGI appointed as a Receiver)	
1.8.5 Adjudication Order (Adjudged as a Bankrupt)	
1.8.6 The bankrupt person	
1.8.7 The Consultation Services	
1.8.8 Client/Customer Satisfaction	

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 INTRODUCTION**

Different countries employ different bankruptcy and insolvency approaches when trying to solve their economic problems. The world has experienced economic difficulties, but some countries experienced more financial stress than others. In response to these economic hardships, most countries responded by reforming their legal systems to cope with their domestic financial problems. Even countries like China, which had socialist practices, began to reform their legal systems to allow market forces to play out in order to gain confidence of foreign investors (Eisebach, 2007; Dobbs, et al, 2004). The US, Canadian and British systems are much more detailed and expansive than those of Eastern Europe, China, South Korea and Malaysia (InterNet BL, 2007; Chung, 2007; Zhou, 2006). Different countries emphasize different bankruptcy practices, consistent with their social and legal systems. The extent of those practices seems to be related to the stage of development of those systems. What is apparent is that no system is static. There are changes in virtually all countries, although different countries have initiated more changes than others. The differences in reform approaches are expected because of the historical differences among the regions of the world. Following that realization, countries ask themselves whether or not current legal systems can adequately handle the increase in corporate and bank failures. Failure does not have to occur before reform is called for. Credible indication that the national economy is in trouble or would soon be in trouble is enough to trigger movement toward reform.