

Faculty of Administrative Science & Policy Studies

Universiti Teknologi MARA

Bachelor of Administrative Science

SERVICE DELIVERY IN PUBLIC SECTOR:  
A CASE STUDY CONDUCTED AT LABOUR DEPARTMENT

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## 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.

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## ABBREVIATION

1. SERVEQUAL Service Quality

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## ABSTRACT

*This research is conducted at Labor Department Kota Kinabalu, Sabah. There were 100 respondents. Labor Departments are under the Human Resource Ministry. It is actually one of the public services concerned in public matters. The public is the respondents in this research. This research is to measure the level of public satisfaction towards service delivery and factors that associated with the level of public satisfaction with service delivery. In this study, researchers used random sampling technique to conduct the research project. The public satisfactions paramount significance as key aspects of measurement service provided whether meeting their expectations or achieved desired goals. The view of public satisfaction presented in the form of data gathered through questionnaires. The level of public satisfaction influence of service quality dimension that associated with reliability, responsiveness, assurance and empathy as well as researchers make referring to Service Delivery Concept. As a result, it was shown that the levels of public satisfaction are moderate for service delivery but did not correlate with public satisfaction on a few dimensions of service quality such empathy. But mostly, other dimension such responsiveness, assurance and reliability quite associated with the service quality that delivered by the Labor Department. From this analysis also, it shows that the most respondents that are satisfied with the service at Labor Department is an unemployed citizen as their targeted customer.*