



**UNIVERSITI TEKNOLOGI MARA**

**CUSTOMERS' SATISFACTION TOWARDS THE COUNTER  
SERVICE: A STUDY AT THE IMMIGRATION DEPARTMENT,  
KOTA KINABALU, SABAH.**

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**DECEMBER 2011**

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## **ABSTRACT**

The purpose of this research is to examine the customer's satisfaction towards the counter service at the Immigration Department, Kota Kinabalu, Sabah. It is conducted in the form of exploratory study which is cross sectional in nature. This research indicate three factors affecting customers satisfaction towards counter service at Immigration Department consist of counter service quality, service offered by the counter service and facilities and environment at the counter service. Questionnaires were administered to a total of 120 respondents who comprise customers received service at Immigration Department, Kota Kinabalu. Even though the sample size is 120, only 105 questionnaires were completed and returned.

The findings indicate that most of the customers are satisfy with the service rendered at Immigration Department. It shows that the role of counter service official and facilities and environment are positively related to customer satisfaction.