MEASURING CUSTOMERS SATISFACTION: A CASE STUDY AT COURTS MAMMOTH BERHAD, KUCHING

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ABSTRACT

Determining customer satisfaction is fundamental to effective delivery of services. Successfully being able to judge customers' satisfaction levels and to apply that knowledge potentially gives an advantage over competitors. Given the vital role of customer satisfaction, one should not be surprised that a great deal of research has been devoted to investigating the process by which customers form judgements about a service experience.

This study is focused on the measuring customer satisfaction, the research constitutes the questions, that is first, are the customers really satisfied with the current products and service offered at Courts Mammoth Berhad, Kuching; second, what is the level of customer satisfaction at Courts Mammoth, Kuching? Is it considered as poor, average, good, or excellent; third, what are the indicators used in this study to measure customer's satisfaction; and finally, of all the indicators used to measure customer's satisfaction, which one of it is the most important in relations to Courts Mammoth, Kuching. The respondents consist of 41 males and 52 females.

The survey research methodology was selected. It was chosen, as time was a critical factor. This study was conducted at Courts Mammoth Berhad, Kuching. To obtain a representative of customers, samples of 100 customers are selected. The research instrument used in this study was the questionnaire. The questionnaire consists of three main sections: Section A, Section B, and Section C and all the items are close-ended. The data, which had been collected, is analyzed through Statistical Package for Social Sciences (SPSS) Windows 2002 series. Analysis of mean, median, standard deviations and one-way ANOVA are provided in this study.

Several recommendations are put forward based on the findings so as to improve the present marketing programs and to be more effective and competitive in the retailing industry.

CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

Measuring customer satisfaction is an important element of providing better, more effective and efficient services. When clients are not satisfied with a service as provided, the service is neither effective nor efficient. This is especially important in relation to the provision of public services. Under conditions of perfect competition, where clients are able to choose between alternative service providers and have adequate information, client satisfaction is a key determinant of the level of demand and therefore, the operation and functioning of suppliers. However when a single agency, either government or private sector, is the sole provider of services, the level of client satisfaction is often overlooked when assessing the effectiveness and efficiency of services.

The level of competitiveness on the market is getting higher, the quality of services and products does not differ greatly, but the customer's expectations are constantly growing. That is why a satisfied customer is becoming such an important factor. The company, which is familiar with perceptions and attitudes of its customers, has an opportunity to make better business decisions. Since the company knows whether it satisfies customer's expectations and needs or not, it can take different measures to meet the needs of their customers even better.

CHAPTER TWO

LITERATURE REVIEW

2.1   Definition of Customer Satisfaction Measurement

Huffman (2002) states that customer satisfaction measurement systems must provide actionable information. In other words, focus on measuring what can be controlled, modified and improved. An effective measurement system should help to evaluate service improvement initiatives.

According to Schonberger (1990), measuring complaints isn't enough--In the broadest sense, service quality exists to the degree our customers are satisfied with, or excited by, our services. However, since the typical organization won't hear from 96 percent of its unhappy customers, counting complaints can mislead you. (Research by TARP indicates that for every complaint, the average company has 26 customers with problems.) It is clear that we cannot rely on complaints as a measure of our performance.

Harris (1998) quotes customer satisfaction research is not an end unto itself. The purpose, of course, in measuring customer satisfaction is to see where a company stands in this regard in the eyes of its customers, thereby enabling service and product improvements which will lead to higher satisfaction levels. The research is just one component in the quest to improve customer satisfaction. There are many others, including: