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A RESEARCH ON THE GOVERNMENT EFFICIENCY IN
HANDLING PUBLIC FEEDBACK TO IMPROVE THEIR
SERVICE QUALITY (PERFORMANCE) IN
KOTA KINABALU

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ABSTRACT

Nowadays, the Malaysian government had improved their service qualities towards more customers friendlier. In giving more quality service, some government agencies need to be evaluated about their procedure in handling public feedback in order to gain improvement for their service delivery by gaining feedback from the customers. It is important that the public to know about their feedback procedure in order to know that the government is appreciate their ideas in giving government a commitment to have more qualified service delivery to the public. The purpose of this study is to know the government efficiency in handling public feedback to improve their service in Kota Kinabalu, where all the public that dealing with the government agencies are the respondents in evaluating how efficient government in handling their feedback to improve their daily task in order to archive efficiency.

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