



FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
RESEARCH METHODOLOGY & DATA ANALYSIS

"CUSTOMER'S SATISFACTION LEVEL TOWARDS COUNTER
SERVICE" : A CASE STUDY IN ROAD TRANSPORT
DEPARTMENT (JPJ) PENAMPANG,
KOTA KINABALU

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ABSTRACT

The level of satisfaction of the customers is very important to be highlighted at counter service of Road Transport Department at Penampang. This study is basically to see the level of satisfaction of the Road Transport Department (JPJ) Penampang, Kota Kinabalu customers towards the counter service offered by this department. In summary, everything related with this study have been discussed.

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