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CUSTOMERS' PERCEPTIONS ON THE LAND
DEALINGS ELECTRONIC SUBMISSION SYSTEM
(LADESS) AT SABAH LANDS AND SURVEYS
DEPARTMENT IN KOTA KINABALU

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Abstract

This research focused on Customers' Perception on the Land Dealings Electronic Submission System (LADESS) at Sabah Lands and Surveys Department in Kota Kinabalu. The purposes of this studied to determine the customers' perception on the Land Dealings Electronic Submission System (LADESS) at Sabah Lands and Surveys Department in Kota Kinabalu in terms of service design, service quality, service delivery and an overall customer satisfaction. Secondly, to recommend ways to improve Land Dealings Electronic Submission System (LADESS) at Sabah Lands and Surveys Department. This research was conducted on December 2011 at Central Land Registry Section with total respondents are 87 out of 100 questionnaires.

In summary, the customers' perception on the Land Dealings Electronic Submission System (LADESS) is main indicator to the department measured the customer satisfaction when fulfilled and dissatisfaction when not fulfilled. Thus, the customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and attribute performance perceptions towards implementation of Land Dealings Electronic Submission System (LADESS).

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