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A STUDY ON CUSTOMER SATISFACTION ON SERVICES PROVIDED BY KOTA KINABALU INDUSTRIAL PARK

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ABSTRACT

Kota Kinabalu Industrial Park (KKIP) is an important private organization that promotes growth in the industrialization of Sabah. It provides critical services and products to investors who are keen to invest in manufacturing-based and related industry at KKIP. Being a customer centric organization, customer service is one of the supporting services that is continuously measured and improved in KKIP. This study focuses on customer satisfaction for KKIP customer service with the purpose to determine the level of customer satisfaction for customer service based on five service quality domains as proposed by Parasuraman et al (1988, 1991). Questionnaire is the main primary research instrument which was distributed to the entire population of investors in KKIP with an expected return rate of 75 – 80 percent. A total of 148 questionnaires were collected with a return rate of 74.0 per cent but only 135 sets were used for this study. Results of the study showed a moderate level of customer satisfaction among the respondents, which was significantly not differentiated based on investment category and type, and length of business operation. It was also found that the five aspects of customer services were closely correlated to customer satisfaction. The aspect of assurance has the highest correlation followed by responsiveness and reliability; the lowest being tangibility. Regression analysis showed that 79.3 per cent of the variance in customer satisfaction can be explained by these five aspects of customer services. It was proposed that future research should examine underlying causes of customer satisfaction from the perspective of internal customers, the staffs themselves. Improvement of customer services can be done through providing a working culture that regards high quality of customer services with KPIs for guidance.

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