



**A STUDY ON CUSTOMERS' SATISFACTION TOWARDS THE
QUALITY OF SERVICE COUNTER AT SAMARAHAN DISTRICT
OFFICE**

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JUNE 2016

ACKNOWLEDGEMENT

This research paper has been made possible through the support, guidance, supervision, cooperation and participation of the following:

To Almighty God who always look up and secure the safety of the proponents in doing this research project.

To my family for the financial assistance and who always guide and give words of wisdom to inspire me in doing my best in preparing the research study.

To my first advisor, Madam Hawa Binti Haji Nahar, who has greatly shared her knowledge with patience and diligence in helping me meet the necessary works for the completion of this research study.

To my second advisor, Madam Noraida Binti Omar who had also shared her knowledge with patience and diligence in helping me meet the necessary works for the completion of this research study.

To Samarahan District Office's staffs and officers, who allow and give permission to me to collect the data of respondent and support me to conduct this research study.

Sincerest gratitude is also extended to our respondents, the customers of Samarahan District Office for the time they spent in answering the questionnaires.

I sincerely acknowledge and give thanks to those mentioned above who have brought success in doing this research study. I am very grateful for this wonderful accomplishment.

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ABSTRACT

The relationship between customers' satisfaction and service counter quality had becoming a concern nowadays. Many organization had aimed to be customer-oriented organization because they realized that customers are the most important element in service organization. Realizing the importance of improving the service counter, this paper aimed to investigate the customer's satisfaction towards service counter quality at Lundu district office. The data were collected at Samarahan District Office's service counter by using self-administered questionnaires. The responses received was 270 in total.

The results showed that there is very small significant relationship between the quality dimensions studied in this paper with customers' satisfaction. For the result, the organization can know what is the dimension that important for them. Further research can be carried out with other dimensions apart from the ones used in the study. This research also may be applicable to other organizations, that wish to find out the dimensions that are impacting their customer's satisfaction.

CHAPTER 1

INTRODUCTION

1.1 Introduction

The goal of this research study will be to focus on customers' satisfaction level towards the quality of service counter and to identify the dimensions of service quality that impact most significantly on customer's satisfaction of the service counter at Samarahan District Office. This part comprises of background of the research, research problem, research objectives, and research questions, scope of study, research limitations and significance of study.

1.2 Background of Study

The part of the public sector in framing the change of the nation has constantly been broadly talked about in the Malaysian parliament however got less thought in the research literature. Disappointment of any public department to execute the apportioned commitments will thusly reflect the photo of the administrations concerned and in this way the part of the governing body. Taking into account the meeting among the CEOs and fund executives of neighbourhood government bodies such in Australia, public sector in most creating nations is scarcely have any execution measure of their administrations gave (Kloot, 1999). This prompts the local government officers and councillors believe that they are to a great extent dependable what's more, responsible to the State and Federal offices yet the people they serve (Kuppusamy, 2006). Lack of information about interrelatedness of one office with another division, strategy for operation, styles of transaction and the execution of conveyance observed to be regular reasons for dissatisfaction. Spread of information, trade of perspectives and thoughts, and the