



UNIVERSITI  
TEKNOLOGI  
MARA

**A STUDY ON CUSTOMER'S SATISFACION  
LEVEL TOWARDS  
TRAFFIC COPS COUNTER SERVICE  
( A CASE STUDY IN KUCHING )**

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# **ABSTRACT**

The purpose of this research is to examine the level of customer satisfaction towards the TRAFFIC COPS COUNTER service of District Police HQs, Simpang Tiga, Kuching by focusing on the staff skill, courtesy and efficiency, and also on the equipment used, site of the counter and the facilities thereof. There were 104 individuals (members of the public – traffic offenders) and 5 Police Personnel of Traffic COPS counter involved in this research. Questionnaires were distributed to the respondents and data analysed. The result shows that the majority of respondents are quite satisfied with the staff competency, courtesy and resourcefulness and the equipment used in dealing with them, but are not quite satisfied with facilities such as directional signage, waiting area pertaining to space, convenience and comfort, toilet, vending machine and the rate of compound imposed on traffic offences. The process and the system of compound payment and summonses inquiry received the highest level of customer satisfaction. The result of the research calls for a drastic improvement and facelift in term of facilities provided thereof for the convenience of the public at large. The demand, expectation and aspiration of the public of the millennium is high and it is a food for thought for the Government to seriously focus itself in this area of its front-liner services. Suggestions are voiced to the top management of the RMP to improve in this area in order to achieve high accolades as an efficient and effective and customer-friendly service provider.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background Of The Study**

This study is conducted as a partial requirement for Bachelor Business Administration (Honours) (Marketing) Program and purely for academic purposes. To complete this Bachelor program, a student is required to undertake a research in any marketing subject.

On 2<sup>nd</sup> November, 1987 the Deputy Inspector-General of Royal Malaysia Police ordered the Research and Planning Branch to conduct a feasibility study on the possibility of compounding traffic offences at all Police District Headquarters and Police Stations nationwide. The study was carried out and revealed that only through on-line computerization connecting all IPDs and Police Stations to a central network can the idea be realized and put to work. This system is known as Traffic COPS System.

The Traffic COPS System began operation nationwide on 1<sup>st</sup> April, 1995 with the Main Frame ICL SE39 Level 80 on the concept of "Proprietary" based at Bukit Aman, Kuala Lumpur. All Traffic COPS counters at IPDs nationwide are provided with dummy terminal computers. Traffic offenders come forward to the

# **CHAPTER 2**

## **LITERATURE REVIEW**

### **2.1 Introduction**

Counter service is a very important aspect of any front line management. A counter service per se is normally established by government department / offices / agencies to render its services to the public easily. These services include inquiry, license and passport issuance or bill payment collections and many others. This chapter will review the brief term of customers' expectation and satisfaction and provide some information on service counter in term of its concept and its quality characteristics. The purpose is to establish some background understanding on the concept of counter service and its quality characteristics and as guideline in relation to customers' expectation and satisfaction level.

### **2.2 Customer Satisfaction**

"Satisfaction", according to Oxford Concise Dictionary, can be defined as "the gratification of a desire, needs or appetite" or "pleasure derived from such gratification". Marketing Management – An Asian Perspective ( 1996 ) provides that "Customer satisfaction" as "the level of a person's felt state resulting from