



**CUSTOMER PERCEPTION TOWARDS
THE NEW CONCEPT OF COUNTER SERVICE
AT IMMIGRATION LABUAN**

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2.5	Influence of Service Outcome on Customer Evaluation	34
2.6	Influence of Service Interaction	36
TABLE OF CONTENTS		PAGE
2.7	Understanding and Managing Customer Perception	37
2.8	What is Customer Service	40
Acknowledgement		iv
2.9	The Implication of the Unique Characteristics of Services	41
List of Tables		v
2.10	The Services Extended Marketing Mix	42
List of Diagrams /Pie Chart/Graphs/ Figures		vi
2.11	Marketing Customer Service Strategies	43
Abstract		vii
2.12	Counter Services Concepts	44

CHAPTERS

3. METHODOLOGY

1. INTRODUCTION

3.1	The Data Collection	50
1.0	Background of the Study	1
1.1	The Department Nature of Business	2
1.2	The Main Features of the New Concept of Counter Service	3
1.3	Problem Statement	7
1.4	Objectives of the Study and the Sample Size	9
1.5	Research Question	9
1.6	Theoretical Framework	10
1.7	Hypotheses	13
1.8	Scope of the Study	15
1.9	Significant of the Study	16
1.10	Limitations of Study	18
1.11	Definition of Terms	20

4.0	Introduction	55
-----	--------------	----

4.1	Section A: Respondents' Profile	56
-----	---------------------------------	----

2. LITERATURE REVIEW

4.2	Section B: Respondents' General Experience with the Department	64
-----	--	----

4.3	Section C: Customers' Perception Towards	71
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2.0	The importance of Counter/Customer Services	22
2.1	What is Customer Perception? Measurement Results	24
2.2	The basis of Perception	26
2.3	Customer Perception of Service	28
2.4	Influence of Service Environment on Customer Evaluation	32

2.5	Influence of Service Outcome on Customer Evaluation	34
2.6	Influence of Service Interaction	36
2.7	Understanding and Managing Customer Perception	37
2.8	What is Customer Service	40
2.9	The implication of the Unique Characteristics of Services	42
2.10	The Services Extended Marketing Mix	44
2.11	Winning Customer Service Strategies	45
2.12	Counter Services Concepts	48

BIBLIOGRAPHY

97

3. METHODOLOGY

APPENDICES

99

3.1	The Data Collection	50
3.2	Type of Research Design Used	50
3.3	Scaling Techniques	51
3.4	Questionnaire Development and Pilot Study	52
3.5	Sampling Design	52
3.6	The Target Population and the Sample Size	53
3.7	Field Work	54
3.8	Time Frame	54
3.9	Data Analysis Technique	54

4. FINDINGS AND ANALYSIS

4.0	Introduction	55
4.1	Section A: Respondents' Profile	56
4.2	Section B: Respondent General Experience with the Department	64
4.3	Section C: Customers' Perception Towards the New Concept of Counter Service	71
4.4	Analysis on the Summary of Measurement Results	88

ABSTRACT

This survey is conducted to know the customer perception towards the new concept of counter service at Immigration Labuan. It is an opportunity to identify the features and element of the new counter service that influence the evaluation of the customers in establishing their perception. The important of counter service and the type of counter service that organization can be implemented is also briefly highlighted. Further interest is to identify the strong and weak area based on the customer perception.

The study was conducted at department of Immigration Labuan by focusing on the area of counter service and its customers. Several visits to observe the environment of the new concept was made. Questioners were distributed to measure the customers' perception. Data was analyzed based on Statistical Package Program Software with descriptive method. The finding of this study shows that majority of the customer have the positive perception with the new concept of counter services. The factors that influence the customer perception is categorized into three subdimension which are the physical environment, outcome and interaction. All the elements under the subdimension were examined and it was discovered that certain area is still need to be improved particularly in the area of interaction. Waiting time is still the critical area to be improved. Customers' views and suggestions are taken in developing the recommendation.