

THE ABSTRACT

Quality service and customer satisfaction are very important to all organizations. High quality of services provided to customers will give a good image to an organization. Customer satisfaction is an important and critical issue not only in private sector but also in public sector. The aim of this research is to analyse the perception of the customers to the quality service of the Central Counter of Lands and Surveys Department in kota Kinabalu by using SERVPERF model that is tangible, responsiveness and empathy. In addition, the relationship between service quality and customer satisfaction is analysed. A total of 100 respondents who had come to the Central Counter within one week period of time from 17.11.2014 to 22.11.2014 has been given questionnaire but only 62 were responded. The data obtained were analysed by using (SPSS).Empathy is found to be most closely associated with customer satisfaction. Furthermore, there is a positive relationship between customers' satisfaction and service quality. Overall, the customers were satisfied with the quality service of the Central Counter in Lands and Surveys Department, Kota Kinabalu.

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