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CUSTOMER SATISFACTION TOWARDS THE COUNTER  
SERVICE IN KOTA SAMARAHAN DISTRICT COUNCIL

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Districts in Malaysia are known as *Daerah*. A district governed directly by the federal government is known as a Federal Territory and among them are Kuala Lumpur, Putrajaya and Labuan. In East Malaysia or Borneo as they called it, a district is a subdivision of a division of a state. Each district will have a District Office which is headed by a District Officer which deals with land matters mainly. A district will be administered by a separate local government either being a District Council, a Municipal Council or a City Council. In this study, the Samarahan district is governed by a District Council.

The District Council of Samarahan is located in the Samarahan district which is located about 30 kilometres from the Kuching city. This district council has been operating since December 1984. Areas which are under the administration of Samarahan District Council are Asajaya and Sadong Jaya.

The Samarahan District Council's customers are the people who live in the Samarahan, Asajaya and Sadong Jaya area. They are also people who obtain services from the council. Other than that, the customers are all outside customers who directly or indirectly deal with the council. Mostly, the main customers are tax payers; businessmen and entrepreneurs; government and private agencies and also the people themselves.

## CHAPTER 2

### LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

#### 2.1 Literature review

According to Berry (Bart Allen) and Brodeur, they defined the ten Quality Values which influence satisfaction behaviour. The ten categories of satisfaction include quality, value, timeliness, efficiency, ease of access, environment, inter-departmental teamwork, front line service behaviours, commitment to the customer and innovation. Customer can be satisfied when they received all this ten quality value and one of it is the behaviour of employee during giving service at the front line counter.

Another study done by Zeithaml, Parasuraman & Berry, 1990 include that the generic dimensions that customers use to evaluate service quality are tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication and customer knowledge. From this study we can see that customer rely on an employee ability to perform the proposed service dependably and accurately which is "right first time." Beside that customer like employee who are responsiveness which meant the willingness to help them and also provide prompt service. Customer also like services where the employee has the competence which refer to employee knowledgeable and confident staffs who are able to handle questions and requests accurately.

Other than that, study done by Argyle in 1967 stated that an employee's technical skills refer to their knowledge and technical skill which need to be possess in order to fulfil a customer's needs during the personal

## CHAPTER 3

### RESEARCH METHOD

#### 3.1 Research design

For the purpose of this study, the research design will be cross-sectional survey. The research demands for information from customers who are using the counter service in the district council. Type of approach is supplemented by a questionnaire survey.

#### 3.2 Unit of analysis

This study will address the level of customer satisfaction when dealing with the counter service at the district council, thus the unit of analysis will be individual.

#### 3.3 Sample size

The sample size for our study is 150 respondents.

#### 3.4 Sampling technique

Our sampling technique is purposive sampling because we only choose customers who are dealing with the District Council's counter services. There are two types of purposive sampling which are judgmental and quota. As for our study, we choose judgmental sampling because only customers who use the counter services in the district council who have the information that we need.