



**RESEARCH OF THE EFFECTIVENESS OF 'A DAY WITH
CLIENT' IN UITM SAMARAHAN CAMPUS FROM THE
PERSPECTIVE OF CUSTOMERS**

CATHERIN AK RANTAI	2001137637
JENNIFER AK EDWARD JAWA	2001137612
FARIDAH BT MOHAMAD	2001137676
NORYATI BT SIBI	2001137770
ANIKA BT ALI	2001137875

**DIPLOMA IN PUBLIC ADMINISTRATION
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
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SAMARAHAN CAMPUS**

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ABSTRACT

The purpose of this research is to measure the effectiveness of “A Day with Client” program from customer perspective in UiTMCS. Besides, the purpose of the research is also to make analysis what are the causes of the effectiveness or ineffectiveness of the program. Methodology that been used is by distributing questionnaire to 80 respondents. Here, we distribute the analysis questionnaire by using random sampling method. The scope of our research is including academic staff, non-academic staff and students of UiTMCS.

From the literature review that has been done, we discovered they are some objectives and activities that have been done to measure the effectiveness “A Day with Client” programs.

In order to make readers understand regarding our research, we had divided the topic into five chapters. In chapter one, we emphasize on the foundation of our research that is concerning with the introduction, objectives, problem statement, scope of the study, the significant of the research, methodology, hypothesis and the limitation of the study. This chapter explains the important part of our research.

In chapter two, we emphasize on literature review which relating with objectives and activities that have been done to measure the effectiveness “A Day with Client” programs. It focuses mainly to the customers satisfaction and quality of counter services.

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1.0 INTRODUCTION

Our study is about the effectiveness of 'A Day with Client' in UiTM Samarahan Campus. Client or customers can be defined as persons who receive output from an organization. In other words, client is a person who deals with a supplier in order to receive goods or services. In UiTM Samarahan Campus itself, the customers includes of students, academic staff and non-academic staff. There are the people who involve in a program "A Day with Client" organized by any department in UiTM Samarahan Campus.

There are two main objectives of a program "A Day with Client" in UiTM Samarahan Campus. The first objective is as an effort to increase the quality of service and create a friendly service culture. This objective wills measure the effectiveness and does it really work and useful to the customers. Moreover this program is to give chance to the customer to get direct information the department. The customers will able to get detail information regarding the department services which able them to know the services offered to them.

In addition, this program also gives chance to the customer to meet the officer to discuss about issues or problems that they faced. This method is more effective as it directly discuss or complaint to the organization itself.

2.0 LITERATURE REVIEW

The programs of “A Day with Client” at Ministry of Domestic Trade and Consumer Affairs by National Chief Secretary, Tan Sri Samsuddin bin Osman, had instruct all the ministries and government department to allocate 1 day in every month to meet their client, to give opportunity for them to raise any question or inquiry, report or complaint and solve any problems connected to the ministries and department itself. This kind of program called “A Day with Client” which allow the clients of the ministries and department without making any early appointment. It means, all the officers of the ministries and department should be at their own office, except they have their important matters that cannot be avoided.

However, from the observation that have being made, only a few people take the advantage that have been allocate for them, even though announcement through the mass media have been made. This happen maybe because of the KDPN and HEP practice the open-styled policy and not difficult for the client to deal with their parties.

Pharmacy Services Department Ministry of Health in Malaysia functioning to ensure the standard of health of peoples always guarantee in good level. In ensuring their function work with smooth manner, they had organized a program “A Day with Client” with a guideline of several objectives. Firstly, BPF