



**A STUDY OF ASSESSING QUALITY OF COUNTER
SERVICES: A CASE STUDY FOR ELECTRONIC
REGISTRATION AT UNIT PENDAFTARAN
KONTRAKTOR (UPK)**

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ABSTRACT

We are living in the era of Information Technology. Usage of computers is really synonym with our lives nowadays. There is no denying about it. The role of UPK as a one-stop center for the contractors' registration for the State of Sarawak, making it all the more necessary to upgrade the existing manual registration system.

In a service industry such as Unit Pendaftaran Kontraktor, where the customer has a very large role to play, it is therefore crucial that customer satisfaction should be given priority. Electronic Registration is being proposed to help registration process so that the contractors will be able to do contractors' registration and can obtained and view their registration results wherever they want, even at home. A research and analysis of online registration system was made as a reference for enhancement.

Government departments now focus on quality. Therefore, to enhance the image and to provide quality service to customers, conducting a study on service provided is very much needed, in order to know whether the customers are satisfied with the existing service provided. E-registration is being proposed with the aim to upgrade this service. With UPK Electronic Registration System, it may help make contractors' registration process much easier and faster.

CHAPTER 1

AN OVERVIEW

1.1 INTRODUCTION

The growing prominence of e-commerce has meant a significant increase in registration. This has necessitated a change in the existing paper based registration system. (Problems include lack of storage space for contractor records, an inefficient information retrieval system, and outdated registration system. Currently, contractors fill in registration forms with their desired class, heads, subheads and mail them to UPK.) Recent growth of the contractor population had caused more difficulty in assuring the contractors a timely registration. When there are errors in filling the form, UPK has had to contact the contractors via mail to notify them and then the contractor has to make appropriate changes to their application. The staffs of UPK have difficulty managing the increase in the number of registration and keeping track of contractor records. Often, they spend most of their time searching file cabinets for information or for documents.

1.2 COMPANY HISTORY AND BACKGROUND

The Unit Pendaftaran Kontraktor Negeri (UPK) is set up under the State Financial Secretary's Office as a one-stop center for the contractors' registration in the State of Sarawak.

CHAPTER 2

LITERATURE REVIEW

2.1. INTRODUCTION

Electronic Registration has become commonly used due to rapid growth of the Internet. The idea of Electronic Registration System occurs to benefit the existence of the Internet technology. With the existence of such system, contractors will save a lot of time and the whole registration process will become easier.

2.2 RELATED REVIEWS

Kurtz and Clow (1998), "Service Marketing," mentioned in their book that consumers evaluate four dimensions of service quality. These dimensions include tangibles, reliability, responsiveness, assurance and empathy. Tangibles include the service of provider's physical facilities, their equipment, and the appearance of employees. Reliability is the ability of the service firm to perform the service promised dependably and accurately. Responsiveness is the willingness of the firm's staff to help customers and to provide them with prompt service. Assurance refers to the knowledge and courtesy of the company's employees and their ability to inspire trust and confidence in the customer towards the service provider. Empathy is the caring, individualized attention the service provides each customer.

Again Kurtz and Clow (1998) described in their book, that the state of satisfaction is determined by how consumers perceive the service they