UNIVERSITI TEKNOLOGI MARA

" THE STUDY OF CUSTOMER'S SATISFACTION TOWARDS COUNTER SERVICES IN MARA UNIVERSITY OF TECHNOLOGY, KOTA SAMARAHAN, SARAWAK")

PREPARED BY:

LELIA BTE KAWI   (2001335935)

SITI NORMAZNIE BT ABDUL MUTTALIB   (2001336110)

DIPLOMA IN PUBLIC ADMINISTRATION
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICIES STUDIES
MARA UNIVERSITY OF TECHNOLOGY
SARAWAK BRANCH

JUNE-OCTOBER 2004

TABLE OF CONTENT

ABSTRACT

The Study of Counter Services in Mara University of Technology Campus Samarahan, Sarawak as a case study is designed to look at the effectiveness and efficiency of all the counters available in this campus after awarded with MS ISO 9002.The goal of this study will determine how far the efficiency and effectiveness given by these counters to the customers especially students who are the major customers of them. Even our campus as been awarded by this quality achievement, it does not mean that all of the customers are satisfied with their service. So, this study is aim to ensure and discover the truth about these counters whenever they rendering their services to the customers. The result gained can be used as improvement tools for all these counters to enhance the performance and satisfied all kinds of customers.

1.0 BACKGROUND OF THE STUDY

Counter service is not a new thing in our society. Besides, it is one of the most important parts in an organization as it reflects outer appearance of an organization. Good counter service will remain an organization customer and can attract new ones

As in UITMCS, counter services are a must because it will give platform to the students to ask about their academic, curricular, personal details, important matters, loans and scholarships and other such things. Without any counter available, students will face difficulty to continue their studies or to know their current achievements, problems and sort forth. Furthermore, without separated the counters to specific terms and matters, the administration cannot cater the large population of students. However, existing of these counters must include with good service and quality, convenience environment, faster and quick system of replying any doubts or difficulties face by students and warmth and friendly staffs. Absences any of these important features mean the existing of these counters in UITMCS are nothing.

So, it is hoped that this research will help us to identify what the weaknesses of all counters in UITMCS and how improvement can be made not only for their benefits but also to the students themselves.

2.0 LITERATURE REVIEW

2.1) Definition of Service, Customer and Counter Service

No business or organization can succeed without building good service, customer's satisfaction and loyalty. Likewise, no person can make a good living without meeting the needs of customers. As in UiTMCS, students are the most important customers whom need to be entertained at the sufficient level

2.1.1) Service

> Before we go any further, we should know what exactly a service is. According to Lamb, Hair and Macdenial in their book Marketing, a service is the result of applying human or mechanical efforts to people or objects. Services involve performance or an effort that cannot be physically possessed. While for Jacques Horovitz (1987), a service consists of all the supports which the customer expects beyond the basic product or service, consistent with the price, image and reputation involved. For Harper W.Boyd, Jr and Orville C.Walker, Jr (1990), they defined service as an activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. This definition is also similar with the one being given by Philip Kotler (2000) also makes a quite similar definition with Kotler, Harper W.Boyd and Orville C.Walker, Jr which he said a service is an act or performance offered by one party to another,