



**MEASURING CUSTOMERS SATISFACTION:
A CASE STUDY AT
BINTULU DEVELOPMENT AUTHORITY (BDA)**

**ABG MOHD TAHIR BIN ABG MASAGUS
2001612199**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
KOTA SAMARAHAN**

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ABSTRACT

Determining customer satisfaction is fundamental to effective delivery of services in the Public Sector. Successfully being able to judge customers' satisfaction levels and to apply that knowledge potentially gives an advantage over competitors or other organisations. Given a vital role of customers satisfaction, one should to be surprised that a great deal of research has been devoted to investigating the process by which customers form judgments about a service experience.

This study is focused on the measuring customer satisfaction, the research constitutes the questions, which is first, are the customers satisfied with the services provided by BDA. Second, are the customers satisfied with the level of quality service provided by BDA. It is considered as strongly agree, agree, neutral, disagree and strongly disagree. Third, will BDA able to enhance the efficiency in providing the service to the customers.

The survey research methodology was selected. It was chosen, as time was a critical factor. This study was conducted at Bintulu Development Authority (BDA) in Bintulu Division. The research instrument used in this study was questionnaire. The questionnaire consists of three main sections: Section A, Section B and Section C and all the items are close ended. The data, which had been collected, is analyzed through statistical package for social sciences (SPSS) and Microsoft Excel. Several recommendations are put forward based on the findings so as to improve the system and to be more effective and efficient.

CHAPTER 1

INTRODUCTION AND BACKGROUND OF THE STUDY

1.1 Introduction

Sarawak is the largest state in Malaysia. It covers an area of approximately 125,000 sq. km., which is about 37% of the total land area of Malaysia. Sarawak is one of the two Malaysian states on the island of Borneo within Latitudes 0 deg.52' and 4^{deg} 59' North and Longitudes 109 deg.32', and 115^{deg} 40' East.

With an estimated population of 2.027 million in 1999, Sarawak is divided into eleven administrative divisions, namely Kuching , Sri Aman, Sibü, Sarikei, Miri, Limbang, Kapit, Samarahan, Bintulu, Mukah and Betong Divisions.

The history of Bintulu stretched back to 40,000 years ago with the discovery of relics found in the Great Niah Caves, some 120 km to the North of Bintulu where civilization started. There were also indications of early trade carried out with ancient China.

CHAPTER TWO

LITERATURE REVIEW

2.1 Definition

2.1.1 Customer

In spite of the growing importance of service quality in the global economy, it remains an abstract construct that is difficult to define and measure. One of the challenges for services marketers is to fully understand what it takes to make and keep customers happy. Happy customers are likely to become loyal customers and loyal customers are the foundation of a business (Goncalves, 1998).

In the marketing aspects, Kotelnikov (2001) defines **customer** as anyone who receives that which is produced by the individual or organization which stands for a certain value. Customers' point of view and their perspectives are very much important to any existing organization in this world, particularly on their expectations towards a certain standard or level of performance.

During the business cycle, the same individual or organization will pass from being a member of the 'public', through the roles of 'prospect', 'purchaser/buyer' to 'consumer/user'. The member of the 'public' is not particularly interested in the product, the 'prospect' is interested but has