

PROJEK PELATAR



A STUDY ON THE LEVEL OF CUSTOMER SATISFACTION OF CURRENT TENANTS TOWARD SERVICES PROVIDED AT WISMA MUIS, SEMBULAN, KOTA KINABALU

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LIST OF APPENDICES

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1.1 Introduction

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1.3.1 The Parking of Vehicle Situation

1.3.2 The Haphazard Arrangement of Interior and External

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2.1 Objective of research/Problem Identification

Thank you.

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ABSTRACT

Service quality is that the service should correspond to the customers' expectations and satisfy their needs and requirements. The definition is customer-oriented, but should not be interpreted as meaning that the service provider should always comply with the customer and his wishes. That it is the customer who decides what is good or bad quality does not mean that the customer is always right or that the customer can always articulate or verbalize his needs and wishes. In order to also detect and understand non-verbalized customer needs, a sense of insight, a fundamental dialog with the customer and an understanding of his situation are required. Satisfied customers spread the good news quickly, something which is satisfying for the employees and most likely also for the owners.

Quality improvement can be regarded as a game where all the participants are winners. This should be the point of departure for all quality development. Quality development requires a well-defined quality concept, for instance in the form of quality factors. This category consists of factors dealing with the employees' actions or roles in service production. Second is customer's picture of the service company's employees, their experience, knowledge and competence combined with their commitment and willingness to serve, affects customer-perceived quality. It is a matter of both ability and willingness to serve-the latter not least important. Third is dependability and trust are central components of the quality concept from the perspective of the customer. The employees must inspire confidence and give their customer a feeling of credibility and trustworthiness. Empathy is another factor which has to do with genuine interest in the customer. It entails personal attentiveness, an ability "to enter" into and identify with another person's situation.

Such ability is an important factor for most customers. Wisma MUIS is one of the prime location address in Kota Kinabalu. It is a choice meeting place for a myriad of people to come, to meet, to discuss and to exchange greetings. However, as the years went by, newer and more competitive buildings have sprung up like mushrooms in and around the city of Kota Kinabalu which are bound to attract investors and business entrepreneurs alike to set up their offices in these newer buildings. Wisma MUIS needs to be at a competitive edge to win a portion of these entrepreneurs.