



A STUDY OF CUSTOMER SATISFACTION
TOWARD POSLAJU COUNTER SERVICE:
A STUDY AT KOTA KINABALU POSLAJU CENTER

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Abstract:

Customer satisfaction is synonym to organization or department that provided services to the public. Customer satisfaction is refers to the customers perceive and views on the service provided either it meet their expected quality or standard and their need. In terms of Poslaju counter service, customer satisfaction may including on matters such as waiting time, counter service method that being practice, staff competence and facilities provided compare to others company that provided the similar service to the public. This study is important to identify and managing customer satisfaction toward Poslaju counter service and on the other hand to find out their need and other facilities to improve the service quality. From the study, we hope that the solution can be highlighted in order to help the management to providing customer value in order to retain highly valuable customer by improve the quality of service as well as increase the effectiveness of the system being implemented. This study suggests that improved identification and understanding of the customer behavior and need may improve implementation outcomes.

Keywords: *Customer; Customer satisfaction; Customer need; Customer behavior; Customer Value, and Customer Retention.*

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