

**UNIVERSITI TEKNOLOGI MARA  
(UITM)**

**IMPROVEMENTS ON THE SERVICE DESIGN  
OF DEKK'S PARKING SYSTEM**

**BY**

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## **EXECUTIVE SUMMARY**

The purpose of this research is to study the current service design of DBKK's parking system and to find out ways on how the design can be improved. What the team found out was that currently the management of Kota Kinabalu City's parking (except for the enforcement function) is outsourced to an investment arm of DBKK namely DBKK Holding, and DBKK Holding on the other hand contracted out the operation of the parking system to another company called Wawasan Iktisas Sdn. Bhd. Feedbacks from the city people are gathered through questionnaire which not only covered on the general aspects of the parking system but also on their (respondents) actual experiences in a specific parking area in the city, namely the Segama Area.

The significant finding is that there are expectation gaps between the users of the parking system and DBKK. Some expectation gaps are big and some are small, but these are what the research team wanted to uncover so that it becomes a platform for further actions by DBKK. This is what is meant by the word 'improvements' in the research title. The team believes that by finding ways to reduce those expectation gaps, the service design of the current parking system can be fine-tuned, and this can lead to improvements.

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