



**A STUDY ON CUSTOMERS' SATISFACTION TOWARDS THE QUALITY OF
SERVICE COUNTER AT LUNDU DISTRICT OFFICE**

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**SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT FOR THE
DEGREE BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SARAWAK

JANUARY 2016

ABSTRACT

The relationship between customers'satisfaction and service counter quality had becoming a concern nowadays. Many organization had aimed to be customer-oriented organization because they realized that customers are the most important element in service organization. Realizing the importance of improving the service counter, this paper aimed to investigate the customer's satisfaction towards service counter quality at Lundu district office. The data were collected at Lundu District Office's service counter by using self-administered questionnaires. The responses received was 270 in total.

The results showed that there is very small significant relationship between the quality dimensions studied in this paper with customers' satisfaction. for the result, the organization can know what is the dimension that important for them. Further research can be carried out with other dimensions apart from the ones used in the study. This research also may be applicable to other organizations, that wish to find out the dimensions that are impacting their customer's satisfaction.

ACKNOWLEDGEMENT

This research paper has been made possible through the support, guidance, supervision, cooperation and participation of the following:

To Almighty God who always look up and secure the safety of the proponents in doing this research project.

To my parents for the financial assistance and who always guide and give words of wisdom to inspire me in doing my best in preparing the research study.

To my first advisor, Miss Ardianna Mazwa, who has greatly shared her knowledge with patience and diligence in helping me meet the necessary works for the completion of this research study.

To my second advisor, Madam Margaret who had also shared her knowledge with patience and diligence in helping me meet the necessary works for the completion of this research study.

To Lundu District Office's staffs and officers, who provide ideas, guidance and support for me to conduct this research study.

Sincerest gratitude is also extended to our respondents, the customers of Lundu District Office for the time they spent in answering the questionnaires.

I sincerely acknowledge and give thanks to those mentioned above who have brought success in doing this research study. I am very grateful for this wonderful accomplishment.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will describes the background of the research, profile of Lundu District Office, scope of research, problem statement, research questions, and research objectives.

1.1 Background of the Research

The research was conducted to investigate the level of customer satisfaction towards the service counter at Lundu District Office. Quality of service counter is an important determinant of success or failure of an organization, because it is one of the main features of an organization where interaction between the staff with customers occurs (Agus et.al., 2007).

Both private and government sectors had adopted the principles of service counter quality. However, government sectors fall behind private sectors that had adopted the principle at a faster rate. The reason is because the differences in terms of environmental and historical context (Agus et.al., 2007). Typically, most government sectors' objective is to provide social benefit to customers with limited budget and reduced costs. Meanwhile private sectors mainly focused on generating profits (Ehrlich et.al., 1994). Therefore, it is very common that private sectors are more productive and profitable.

There is quite little attention given to the application of service quality in service counter at many public sectors organizations. There are undeniably many researches that had been carried out related to quality of service counter, however, there are quite few researches done related to service counter quality in public sectors like Lundu District. Besides that, the researches may be conducted in different geographical location and cultures, which have different customer satisfaction results. Therefore, this research was