

ABSTRACT

Customers are the lifelines of any organization and it is important to keep current patrons by avoiding or minimizing customer dissatisfaction. Within any industry, an effective complaint management system is capable to provide competitive edge to the organization with a positive philosophy and reputation.

Complaint handling system offers organization an opportunity to correct immediate problems. Frequently, this system provides constructive ideas in improving and upgrading products and services. Many organizations recognize the importance of complaint handling system by establishing effective and innovative system to resolve complaints. One of them is Jabatan Pembangunan dan Penyelenggaraan Harta Benda, University of Malaya through their One Stop Complaint Center.

This study is an attempt to examine the complaint handling system by analyzing and evaluating its processes, the four years period of complaint database and five years period of operating budget and expenditure and reveals the awareness of the Department staff towards the system.

This study utilized the survey method via personal interview approaches. Six common aspects with thirty-five statements of complaint handling system have been established. The findings indicate that the level of awareness and understanding of the system depends on the type of position held namely technical and administration staff. Typically, administration staff is responsible in managing the system. The study also found that years of service contribute in increasing the awareness to the system. Finally, the study discusses on the recommendations to be taken in improving the existing complaint handling system.