ABSTRACT

Over the years, some HDB Branch Offices have been actively taking over new properties as HDB builds more flats to meet the increasing demand. Long queues and crowded reception areas are experienced at some Branch Offices as the existing resources are unable to cope with the increasing number of customers.

This study seeks to examine the performance of services provided by the Housing Finance and Housing Services counters of HDB Bukit Batok Branch Office. Its counter services are assessed in terms of five service attributes namely, waiting time, transaction time, competency, helpfulness and courtesy.

The findings suggest that the majority of the customers are not satisfied with the waiting time at Section C of the Housing Finance counters and Housing Services counters during peak periods. Similarly, the transaction time for some services at the Housing Services counters has exceeded customers' expectations during peak and off peak periods. This study further attempts to provide the possible causes of long waiting and transaction time and recommends ways that would result in an overall improvement in these two service attributes.

KEY WORDS

Housing Finance counters
Housing Services counters
Waiting time
Transaction time