

UNIVERSITI TEKNOLOGI MARA  
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI



INTERNAL CUSTOMER SATISFACTION TOWARD SERVICE  
QUALITY: A CASE STUDY IN HUMAN RESOURCE  
DEPARTMENT TENAGA NASIONAL BERHAD MALACCA

MUHAMAD AFIQ BIN AZMI

2010788927

KHAIRULNAZRIN BIN ABDULLAH

2010139203

DISEMBER 2013

**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE SUPERVISOR**

Name of supervisor : Mr. Suhaimi B. Abd. Samad

Title of research report : Internal Customer Satisfaction toward Service Quality: A Case Study in Human Resources Department Tenaga Nasional Berhad Malacca

Name of students : Muhamad Afiq Bin Azmi  
Khairulnazrin Bin Abdullah

I have reviewed the final and complete research report and approve the submission of this report for evaluation.

.....

Name:

## THE DECLARATION

### Declaration

We hereby declare that the work contained in this research proposal is original and our own except those duly indentified and recognized. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

Signed

.....

Muhamad Afiq Bin Azmi

.....

Khairulnazrin Bin Abdullah

## ACKNOWLEDGEMENT

Alhamdulillah, thank God Almighty without whose blessing we will not have successfully completed this study. Completing this research was a challenging project for us. We are very fortunate because many parties had helped us to make it less difficult to finish this project. First and foremost we would like to give special thank to our supervisor, Mr Suhaimi B Abd Samad. He helped us a lot in the process of completing this research as there are so many valuable lessons about research we gained from him.

Not to forget, Madam Norfadzidatul Izwa bt. Farouk Shah deserves a special mention here. She was the one who helped us a lot in the process of collecting data at TNB Banda Kaba, Malacca. Also to all respondents whose willing to answer our questionnaire, thank a lot for them. We also not forget to all lecturers who taught us many things about research. To all friends, their support and also will be always remembered.

Lastly, to our family, we are very grateful to have very supportive families as they always give motivation to us in every aspect especially during our hard time. Thank you.

Muhamad Afiq Bin Azmi  
Khairulnazrin Bin Abdullah  
Bachelor of Administrative Science (Honours)  
Faculty of Administrative Science & Policy Studies  
Universiti Teknologi MARA, Malacca.

## **THE ABSTRACT**

### **Abstract**

Both public and private sectors have given much attention to the concept of customer satisfaction in the past couple of decades. While most companies have developed strategies to improved quality and external customer service, internal customer satisfaction is a much neglected component of quality improvement. Keeping internal customers satisfied and happy is the first step towards creating external customer satisfied with the product or services given. This study purposes to help Human Resource Department of TNB Malacca to know what are others departments perceptions toward their service quality. The total number of employees from 97 respondents been selected from seven departments and been given questionnaire to answer the questions based on three main aspects of serve quality which are communication, reliability and responsiveness. Data collected been analyzed by SPSS software and not surprisingly the findings bring good news to Human Resource Department of TNB Malacca. Most of the respondent generally satisfied with the service quality at Human Resource Department. Hence, this study give evidence that Human Resource Department at TNB Malacca is already good in service their internal customer.