

**AN ELEMENT CONTRIBUTE TO CUSTOMER  
SATISFACTION AND DISSATISFACTION  
TOWARDS THE NEW NON-BILLING SYSTEM  
PROVIDED BY TENAGA NASIONAL BERHAD**



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(MARKETING)

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA

OCTOBER 2003

## LETTER OF TRANSMITTAL

Faraeza binti Ismail  
BBA (Hons) Marketing  
Mara University of Technology (Malacca Campus)  
Km 26, Jalan Lendu  
78000 Alor Gajah, Melaka

---

Pn Zaihan Bte Abdul Latip  
Course Tutor  
Bachelor Business Administration  
School of Business and Management  
78000 Alor Gajah, Melaka

30 October 2003

### Submission of Project Paper

Your attentions are required for the above matter.

In order to fulfill the course requirement for BBA (Hons) Marketing, I, Faraeza Binti Ismail, would like to submit my project paper entitled "*An element that contribute to customer satisfaction and dissatisfaction towards the new non-billing system provided by Tenaga Nasional Berhad*"

I hope that this project paper will fulfill the course requirement. I would like to thank you for your guidance that you gave along the preparation of paper.

Thank you.

Yours truly

**Faraeza binti Ismail**  
**2001378352**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS AND ADMINISTRATION  
MARA UNIVERSITY OF TECHNOLOGY**

***“ DECLARATION OF ORIGINAL WORK”***

I, **Faraeza Binti Ismail**, Identity Card Number: **800118 – 01 – 5394**,  
Matrix No: **2001378352**.

Hereby, declare that:

- This work has not previously been accepted in substance for any degree locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by equation marks and sources of my information have been specifically acknowledged.

Signature:

Date: 30 October 2003

## ABSTRACT

TNB has introduced this STABIL system as their new technology, which is the new non-billing system. This is the concept of pre-payment meter is designed to give convenience to the consumer to buy electricity. A smart card pre-payment meter is a metering system with a new billing methodology. Conventionally the electricity bill is produced after the customer consumes electricity. The philosophy behind is 'pay as you use'.

The objectives of this study are determining the ***“Element That Contributes To Customer Satisfaction And Dissatisfaction Towards The New Non-Billing System Provided By The TNB”***. This is emphasis on four-microenvironment factor, which is:

1. Demographic factor
2. Technology factor
3. Economic factor
4. Social environment factor.

This study was done at TNB, Pasir Gudang Johor Bahru that involved their STABIL user whereby the questionnaires were distributed randomly. In term of this respondent, 100 questionnaires had being distributed to the STABIL user. However only 72 questionnaires were successful collected. This is because of some of the limitation on doing their survey. Statistical Package for Social

Science (SPSS) has been used to analyze the data in term of frequency and cross tabulations.

From the study several recommendations for maintaining satisfaction level among their customer and subsequently satisfy of customers were obtained from the respondents.

From the finding, it can be summarized that in 3 factors which is technological environmental factor, economic environmental factor and social environmental factor. The demographic factor indicated the dependent variable in determine the level of customer satisfaction or customer dissatisfaction.

From this study also, several recommendation and comment about this STABIL system were obtained from the feedback of respondent using the system. And from this feedback, it will help the TNB to improve their existing quality and the services.