THE EFFECTS OF PERCEIVED SERVICE FAIRNESS ON SATISFACTION AMONG
CUSTOMERS IN TM POINT TAIPING PERAK

MOHAMAD AMIRUL ZHARIF BIN MOHD AZLEE

2010552367

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

BANDARAYA MELAKA

JAN 2014

(ii)

DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UITM)
"DECLARATION OF ORIGINAL WORK"**

I, MOHAMAD AMIRUL ZHARIF BIN MOHD AZLEE, (I/C Number: 900908085803)

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 extract has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____   Date: _____

LETTER OF SUBMISSION

Faculty of Business Management
Universiti Teknologi Mara
110 Off Jalan Hang Tuah
75300 Melaka
January 8, 2014

_____

Miss Geetha A/P Muthusamy
Practical Training Advisor
Faculty Business Administration
MARA University of Technology
110 Off Jalan Hang Tuah
75300 Melaka

Dear Miss,

RE : THE SUBMISSION OF FINAL THESIS REPORT

Regarding the matter above, enclosed within is my research paper titled "The Effects of Perceived Service Fairness on Satisfaction among Customers in TM Point Taiping, Perak".

This research paper is a partial requirement for the fulfillment of BBA (Hons) Marketing. The objective of the study conducted is to measure the relationship of service fairness towards customer satisfaction in TM Point as well as finding the ranks of the elements of service fairness together with the most influencing factor that affects satisfaction plus provisions of recommendations to improve customer satisfaction.

Hopefully, this report meets your anticipated requirements and expectations.

Thank you

Yours sincerely,

MOHAMAD AMIRUL ZHARIF BIN MOHD AZLEE

Abstract

Purpose-Customer satisfaction in a telecommunication company such as TM Point is very much anticipated in terms of fairness either by the higher-ups of TM itself, the customers or the researchers. Therefore, the purpose of this study is to create a clearer picture on how effective service fairness can be when it comes to affecting the customer satisfaction itself.

Problem Statement-Decreasing monthly sales in TM as well as numerous complaints received by TM Point might be a sign that customers are not satisfied and it could also be a sign that customers feel that they are unfairly treated by the staffs in a service operation.

Objective-To find the relationship between all the elements of perceived service fairness (IV) and customer satisfaction (DV) in TM Point and also to find the rank of all the elements as well as finding the most influencing factor that affects customer satisfaction together with the provision of recommendations to improve customer satisfaction in TM Point.

Methodology-A close-ended questionnaire survey is conducted with a sample size of 100 respondents within Taiping town region. SPSS version 20.0 is used to find the data reliability, frequencies of data, correlation test and regression test in order to test all the hypothesis involved and to also answer all the objectives that present.

Summary of The Findings-The result shows that all items of perceived service fairness are positively associated with customer satisfaction. The result shows that the highest rank of all elements is perceived distributive fairness and it is also the most influencing factor that affects customer satisfaction.

Keywords TM Point, Taiping, Customer Satisfaction, Perceived Service Fairness, Perceived Distributive Fairness, Perceived Procedural Fairness, Perceived Interactional Fairness Perceived Informational Fairness, Perceived Interpersonal Fairness.

(v) TABLE OF CONTENTS

No.	Content	Page