



**UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF BUSINESS MANAGEMENT**

**The Relationship between Quality Service by Enterprise Wide Risk Management
(EWRM) Towards Customer Satisfaction**

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APRIL 2011

DECLARATION OF ORIGINAL WORK



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I, Nurzalina Md Azlan, (I/C Number: 880704-14-5178)

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- 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 quotation marks and sources of my information have been specifically acknowledged

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LETTER OF SUBMISSION

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MELAKA BANDARAYA BERSEJARAH

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "The Relationship between Service Quality by Enterprise Wide Risk Management (EWRM) Towards Customer Satisfaction" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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ABSTRACT

This study investigates the relationship between service quality and customer satisfaction in the Tenaga Nasional Berhad (TNB) with a focus on Enterprise Wide Risk Management (EWRM). A total of 30 respondents among customer of EWRM were participated in the study. Research questions and objectives were set, alongside the hypotheses that were formulated and tested. Descriptive statistics comprising the simple percentage and tables were used for data presentation and analysis. In this study, the researcher using correlation coefficient in testing of the hypotheses. The study reveals that service quality has effect on customer satisfaction and that there is a positive relationship between service quality and customer satisfaction. The researcher concluded by recommending that organizations should focus more attention on service quality, because of its effects on customer satisfaction. To ensure that customer satisfaction level is high, organization must first of all know the expectations of the customers and how they can meet such expectations. Customer satisfaction helps in customer loyalty and retention. It has been discovered that it costs to attract new customer than to retain existing ones. It is also recommended that organizations should welcome suggestions from customers and more programmed should be designed to measure service quality and customer satisfaction.

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