



DETERMINANTS OF CONSUMER SATISFACTION TOWARDS SESB SERVICE  
IN KOTA KINABALU

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## **ABSTRACT**

Customer satisfaction is value that received by the customer or consumers' expression based on their evaluation towards particular services offered in the organization which relates to service quality. However, there will be a difference of perception among people towards customer satisfaction based on their individual differences and behaviors towards service quality.

The objective of this study is to identify the relationship between consumer satisfaction which includes tangibility, reliability, responsiveness, assurance and empathy towards SESB service in Kota Kinabalu. There are 200 questionnaires was distributed, but only 140 questionnaires are valid and successfully returned.

The findings of this study show that only reliability, assurance and empathy have significant relationship with consumer satisfaction. The findings suggested that future researcher may study other potential factors that may affect consumer satisfaction towards SESB service in Kota Kinabalu.