

**CUSTOMER SATISFACTION TOWARDS  
CHILDCARE SERVICE QUALITY PROVIDED BY  
READ NETWORK SDN. BHD. FOR TENAGA  
NASIONAL BERHAD (TNB KL)**

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## **DECLARATION OF ORIGINAL WORK**



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I, Nazlizawati Bt Mustiar, I/C Number, \_\_\_\_\_, hereby, declare:

- 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 degree.
- 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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## **ABSTRACT**

Child care providers are important family resources to support children development and education. TNB has provided child care necessity at 18 TNB stations in Peninsular Malaysia. The purpose of this research is to study the customer's satisfaction toward child care service quality provided by Read Network Sdn. Bhd. for TNB, Kuala Lumpur. This study will examine the level of customer's satisfaction and the relationships between demographic profile and customer satisfaction.

Descriptive research design has been adopted for this research. Questionnaires, interview, and other secondary data including reports, journal, articles, and Internet are used for data collection. 100 copies of questionnaires were distributed to the respondents who sent their children to TNB kindergarten/childcare centre. The sampling technique is simple random sampling. Descriptive statistics has been used to interpret the data to produce reliability test, frequency analysis, tabulation analysis cross tabulation, and ANOVA test. Based on frequency, cross tabulation and ANOVA test, a clear findings and result is observed.

The findings showed that most of the customers were moderately satisfied with the service provided to them and demographic profiles seem to have no relationship with customer's satisfaction. Recommendations and suggestion are put on how to improve and increase customer's satisfaction on the services provided by Read Network Sdn. Bhd.

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