

SABAH ELECTRICITY SDN. BHD

INTERNSHIP REPORT 2020

NAME: NURHAFFINA NADIA BINTI JAKARULA

STUDENT ID: 2017345837

COMPANY'S SUPERVISOR: MR. ROSLE BIN HASSAN

FACULTY'S ADVISOR: MADAM CYNTHIA

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ABSTRACT

Customer satisfaction is an important and critical issue in all industries. This is because, each customer has their own needs and wants that require to be met and by the organization. The purpose of this study is to examine the extent of customer satisfaction with the quality of services offered by Sabah Electricity Sdn. Bhd. (SESB). The study conduct based on the five dimensions of SERVQUAL, which is tangible, reliability, responsiveness, assurance and empathy and will involve the consumers aged around 18 and above and to those who have been dealing with SESB, Lahad Datu branch. The design of this study is in the form of a survey using a quantitative approach. The survey form will be used as an instrument to obtain the study data and will be analyzed using statistical package software for social science (SPSS). The expectation of the study findings obtained is the level of satisfaction received by the customers.

1. COMPANY PROFILE

Electricity started in Sabah as early as 1910 and known as North Borneo Electricity Board in 1957. When North Borneo formed Malaysia with Federation of Malaya and the Sarawak in 1963 and changed its name to Sabah, this entity was renamed Sabah Electricity Board. On 1 September 1998 Sabah Electricity Board was privatized and became Sabah Electricity Sdn. Bhd. The SESB is an 80% owned subsidiary of Tenaga Nasional Berhad (TNB) and 20% owned by the State Government of Sabah.

SESB is an integrated power utility that generates, transmits, and distributes electricity. Its generation portfolio comprises thermal, hydro, biomass and solar power plants. The company operates overhead line, underground cable line, submarine cable, intake substations, power transformers, and transmission towers across Sabah. It also offers various services such as billing, counter services, supply reconnection, counter services, meter replacement, meter testing, and complaints and enquiry related services. The company serves residential, commercial, industrial customers in the state of Sabah and Federal Territory of Labuan. SESB is headquartered is located in Kota Kinabalu, Sabah, Malaysia and has branches in almost all areas of Sabah.

In every organization, they have their own vision and mission which is a must and very important to have because to ensure the employees within an organization know and understand the goals of their organization and what they need to do to realize that goal. As for SESB the vision is “To be a trust, sustainable and progressive power utility” and the mission is “To honour the trust and meet expectations of stakeholders through delivery of quality, efficient and reliable power and services, sustainable business growth and development of vibrant, competent and self-driven workforce. Apart from this, SESB also have shared value which includes integrity, customer first, business and service excellence and caring.

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1.1 ORGANIZATION CHART OF SESB



1.2 LOGO



Logo also played an important role in an organization, as for SESB means of the red colour is the improvement in providing services to the customers for which is the foundation of SESB's corporate philosophy in powering Sabah and federal territory Labuan into the new millennium. Next, is about shape where the slanting plug denotes continuous electricity supply through innovation, technology driven work force and good work habits. Lastly, is about the symbol of logo depicts a stylized three pin plug in a red circular background.

2. ISSUES IDENTIFICATION

It is widely recognized that today's service environment among the public and private sector organisations is highly competitive (Archana Krishnan, 2016). Therefore, it is very important for an organization to constantly improve the service quality provided to keep customers satisfied, Fauz Moh'd Khamis et.al (2018) has clearly stated in their research that it is important for organisation to measure the level of service quality among customers. This will allow the organisation to find ways to enhance their services in the effort to satisfy customers. However, this can be a problem and be a challenge for every public and private organization that offering products or services to be more committed to issues of customer satisfaction and to improve the quality of customer service since it is need a lot of fund (Archana Krishnan, 2016). These things should be an important agenda in organizational strategic planning because it's an organization's ability to deliver customer service or product, and it is the responsibility of all units in the organization where they need to integrate all business functions to meet customer needs. As for SESB, they have faced many problems where customers are always complaining about the ineffective electricity supply due to the frequent blackout faced by users in Sabah based on the official SESB website. There also dissatisfaction on the counter services provided in SESB where customer complaints about the inefficient services like damage to electrical meters, short-term reader error in receiving electrical meter readings, installation of electric poles are sometimes not completed properly and so on. Most recently, during the covid-19 pandemic movement control order, SESB received a lot of complaints from users about the sudden increase in electricity among domestic consumers. Consumers were shocked that their monthly bill has soared as much as 70% from their normal bill amount and it is already explain by SESB as reported by the Utusan Borneo Online on May 15, 2020 and Sabah News Today on May 14, 2020 and this caused customers to be more dissatisfied with SESB services that provide.

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2.1 PROBLEM STATEMENTS

The study on customer satisfaction is the key to a business (Mustafa et al, (2007)) found that the issue raised about the quality of services does not satisfy customers often brought to the public attention . Technological advancement over the years has changed how consumers deal with dissatisfaction. It is a norm for customers nowadays to voice out their dissatisfaction openly on social media for public attention. As such, it is difficult for organisation to contain these messages of dissatisfaction shared by consumers from becoming viral and can affect the perception and image of the organisation. Therefore, it is essential for organisations to find ways to enhance their services to decrease the number of dissatisfy customers. Hence, this study looks into the most important aspect that must be acknowledged before any enhancement can be made, which is to look among the independent variables that is significant in determining SESB's customer satisfaction. From here SESB can focus on enhancing the specific area that would have most impact on SESB's customers.

3. RESEARCH OBJECTIVES AND RESEARCH QUESTIONS

3.1 RESEARCH OBJECTIVES

- a) To determine a significant relationship between tangible and customer satisfaction.
- b) To determine a significant relationship between reliability and customer satisfaction.
- c) To determine a significant relationship between responsiveness and customer satisfaction.
- d) To determine a significant relationship between assurance and customer satisfaction.
- e) To determine a significant relationship between empathy and customer satisfaction.

3.2 RESEARCH QUESTIONS

- a) Is there any significant relationship between tangible and customer satisfaction?
- b) Is there any significant relationship between reliability and customer satisfaction?
- c) Is there any significant relationship between responsiveness and customer satisfaction?
- d) Is there any significant relationship between assurance and customer satisfaction?
- e) Is there any significant relationship between empathy and customer satisfaction?

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4. SCOPE OF THE STUDY

The scope of the study is focused on marketing aspect which is customer satisfaction towards SESB, Lahad Datu Sabah. This study will utilize quantitative methods in methodology to obtain data. The unit of analysis is individual, in which the target group comprises of consumers. In this study, sample comprises consumers aged around 18 and above and to those who have been dealing with SESB, Lahad Datu branch.

5. RELEVANT LITERATURE

This current chapter is intended to provide a review of existing literature in order to purpose new contribution to the body of knowledge regarding Sabah Electricity Sdn. Bhd. Throughout this, an explosion of the main variables involve in the study will be touched upon customer satisfaction, service quality which is tangible, reliable, responsiveness, assurance and empathy. Next, the proposed research framework will be also discuses.

5.1 CUSTOMER SATISFACTION

Customer satisfaction means measuring the extent to which a product or service provided by the organization meets customer expectations or in other words customer satisfaction is the part that indicates the customer's needs, requirements and expectations that need to be met or fulfilled to maintaining a customer loyalty to the product or services offered. Next, customers will compare their experience to the perceived industry norm, to the extent that customers expect other competitors in the industry to serve them. Organizations that meet these industry expectations will give their customers the value they expect. This reflects the industry's average performance is at the basic level of customer satisfaction.

Customer satisfaction has been a popular research topic since customer response determines long-term customer relationships, which in turn can lead to business sustainability (Anderson et al., 2004; Fornell et al., 1996; Hackl and Westlund, 2000). This is because by not having a good relationship with the customer can result in the loss of a service or product being carried out which is why it is so important to meet customer satisfaction. Further, the results of a study conducted on service recovery, customer satisfaction and customer loyalty: in the Malaysia's hotel industry by (Boon et al.2019) found that the relationship between customer satisfaction and other variables like customer loyalty is positive.

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In addition, a number of researchers have sought to determine satisfaction, but it is widely defined as "the consumer's response to assessing the perceived difference between earlier expectations and the actual performance of the product as perceived after use" (Tse and Wilton, 1988, p.204). According to Bitner et al. (1990), service failure occurs when customers experience unpleasant experiences or feel dissatisfied with the service. A study conducted by Hart et al. (1989) shows that this can be a challenge for enterprises to provide consumers with consistently satisfactory service products.

Customer satisfaction is one of the key strategic elements of any organization. This is because any business depends on the customer as the main source of income according to Rehman and Khattak, (2010) also a modern marketing believes that the success of any business depends on its ability to meet customer needs and satisfaction. It is assumed that customer satisfaction attracts customer loyalty and retention and thus increases profitability (Okumus and Genc, 2013). It is because meeting customer satisfaction can help to improve the performance of the services and business operations especially if the sector involves a lot of competitors. Therefore, in meeting customer satisfaction one should be creative and innovative in attracting many customers because a loyalty will have if the customers satisfy with the services or products they purchase. Besides, they should also be wise in seizing the opportunity for profit to be enjoyed. The results of a study conducted by, Fauz Moh'd Khamis et.al (2018) found that the effectiveness of customer satisfaction on service quality was significant positive.

Besides, several studies have found a significant relationship between the satisfaction of customers and the quality of bank services (Surshchandaret al., 2002; Mostaghel, 2006; Amin and Isa, 2008; and Mudassaret al., 2013). Similarly, a Siddique et al. (2012) study found a positive relationship between customer satisfaction and the factors identified, such as service and product. Not only that, a study that conducted in customer satisfaction field area also by other researchers have shown a positive and significant relationship with dimensions of service quality such as result that show in study that conducted Islamic banks in Pakistan by Akthar et al 2011 and a study conducted on Libyan banks operating under Islamic windows by Khafafa and Shafii,(2013).

SERVICE QUALITY

Service quality can be characterized as the services performance expectations of a customer prior to the service experience and their perception of the service after receipt (Asubonteng et al.1996). Service quality is recognised as a significant factor responsible for achieving competitive advantage and sustaining satisfying customer relationships (Zeithaml and Bitner, 2000). Service quality has a positive effect on the bottom-line performance of the firm, which extends to the competitive advantages gained from improved quality. This is why the perceived service exceeds the service level desired by customers (Chumpitaz and Paparoidamis, 2004). Service quality has a positive impact on a firm's bottom-line results and applies to the competitive advantages of improved service. Parasuraman et al., (1988) developed a five dimensions service quality model consisting of reliability, responsiveness, empathy, assurance and tangibility which is the measuring known as servqual. The fundamental concept of this model is that the quality of service is a function of the difference in scores, more specifically the distance between scores perception and aspirations. SERVQUAL involves tangibility, reliability, responsiveness, assurance, and empathy.

Service quality is the results of the customer expectancy comparison with service performance excepted as suggested by Parasuraman, Zeithmal and Berry (1988). Service quality can also be described as a justification for varying standards and competences along the important dimension of quality. It is widely known as an essential competitiveness pre-requisite and determinant for establishing and maintaining satisfying customer relationships. However the quality of service is more difficult to describe than the quality of the product for an example agree on hair cut quality than on hair dryer quality. Standard of service is different and unique than goods.

Next, there are many studies that conduct by researchers found out the service quality have a positive and significant relationship with other independent variables such as customer satisfaction, customer expectation, customer loyalty and so on. For example, study by K.Osotimehin et al. (2015) the result of service quality with customer satisfaction and customer loyalty show the result is highly significant. So, from this situation, we can see the service quality can give a positive impact and influence to customers.

5.1 TANGIBLE

Tangible includes location, physical facilities design, materials and communication equipment materials. This refers to the realities of service delivery such as access to buildings or utilities in buildings, the way information is presented and the descriptive materials required for service delivery (Sureshchander et al., 2002). Al Shemmery (2010) mentioned that the internal aspects of the branch such as the speed of services, privacy, opening hours and the availability of ATM machines will assess the overall customer satisfaction of retail banking. As discussed in previous research, it is in the Islamic banking industry that the quality of services performs well in Islamic banking when supported by the elements of flexibility (Qureshi et al., 2014). Al-Tamimi and Al-Amiri (2003) state the tangibles are very important in Islamic banking which leads to customer satisfaction. The results of the research have shown that tangibles have a positive effect on customer satisfaction in Islamic banking as shown in the article entitled the impact of customer service quality.

In addition, other research done in higher education students has found that tangible effects on student satisfaction are also one of the factors that play an important role. Moreover, in the results of the study by Samar Ali et al. (2018) found that tangible effectiveness in providing modern equipment or facilities among patients with high levels of satisfaction is great because using good facilities can help an industry or service perform better especially in the future.

Parasuraman et al., 1985, 1988 found that the tangible elements of the bank and its surroundings are measurable. Study by Ladhari et al. (2011) found that perceived tangibility of bank service is significantly linked to the quality of service, and further quality of service significantly influences the image of the bank.. The study conducted by Md Abu Saleh et al. (2017) found out the result of tangible is supportive and significant factors for enhanced service offerings and Islamic bank security image. This research paper aims to determine the direct impact of tangibility on service identity factors such as service access, service provided, bank protection and reputation

5.3 RELIABILITY

This represents the ability to conduct the service offered with reliability and accuracy. As suggested by Gunes and Deveci, (2000) service process reliability is taken for granted, and considered that "the efficiency of providing service to customers on time is fulfilled. The reliability to do service promises in a timely manner such as providing fast and secure transactions, a variety of products and services and opening more counters at peak hours. Armstrong and Seng (2000) state that transaction speeds are the most important items that affect customer satisfaction. This is because, with the passage of time every industry has many competitors. Therefore, in order to gain the credibility of the customer in particular it is important to meet their needs and requirements so that the customer satisfaction can be achieved through their goals.

Apart from that, the reliability is the most major factor in the standard of service. This primarily refers to the reliability and accuracy of doing a service feature (Jabnoun and Khalifa, 2005). To assess a bank's quality of service, customers determine whether or not they can rely on the service provided by the bank. Reliability has been found to be the most important aspect of assessing the quality of service in many industries. Jabnoun and Khalifa (2005) claimed that reliability is an important factor for Islamic banks' quality of service. Reliability stresses the value for the different countries of tailored service quality controls. The reliability of Islamic banking services in Bangladesh can bring a relative advantage and build an overall picture in terms of access to banks, services provided, protection and reputation for attracting more customers. In research done by Md Abu Salleh et al. (2017) shows that reliability is a contributing factor to customer satisfaction and therefore it is clear that reliability and customer satisfaction are positively related.

Further, the reliability is found to be one of the key determinants of quality of service in Islamic banking (Qureshiet al., 2014). For example in the banking industry shows credibility makes Islamic banks more efficient and positively reflects the level of customer satisfaction. The results of this study found that reliability exerts a positive effect and plays an important role in satisfying customer satisfaction. The study done by Yee et al. (2013) found that the reliability along with the other four elements of the service quality was significant positive to meet customer satisfaction in various service sectors.

5.4 RESPONSIVENESS

Responsive related to speed and accuracy of service where the rapid and efficient customer service staffs, the public and private services sectors are good examples of responsiveness. This is because they often respond to services such as providing kiosks, automatic transaction machines, vending machines and so on, which shows that they are sensitive to the needs and wants of consumers in ensuring customer satisfaction. Next, Responsiveness can be defined as the outcome that can be achieved by designing institutions and institutional relationships in such a way as to be cognizant and respond appropriately to the universally legitimate expectations. Responsibility can be viewed from two angles where the first is mostly the user is portrayed as a customer, with greater reactivity perceived as a way to attract consumers; or, second is customer interests must be safeguarded with sensitivity in order to provide appropriate and timely care. As suggested by (Amin and Isa, 2008; Jabnoun and Khalifa, 2005) that responsiveness emphasizes bank employees' willingness and enthusiasm to assist customers. A banking service can also be assessed by the readiness and ability to provide service. Next, other researchers also (Ladhariet al., 2011) reiterate the responsiveness affects the bank's reputation and customer satisfaction. The result in study conducted by Md Abu Salleh et al. (2017) shown that responsiveness is one of the important key factors for the security of Islamic banks which is a unique observation. Islamic banks in Bangladesh have never faced any security issue since it was established in 1982 when most traditional banks experienced robbery, theft, breaking, locks and so on. Therefore, we can see that the relationship between responsiveness and customer satisfaction is significant positive.

Responsive have been found to have a significant positive impact on the quality of services in Islamic banking (Qureshi et al., 2014). Al Shemmery (2010) states that remote satisfaction such as responsiveness and efficiency in handling long-term queries determines overall customer satisfaction in the retail banking and other service industries. Islamic banking can increase customer satisfaction when banks meet or exceed the level of response required. Other studies (Khafafa and Shafii, 2013) have also found responsiveness is a strong indicator of customer satisfaction followed by trust, empathy and certainty and this studies has received support by research that have done by Fauz Moh'd Khamis et al (2018) where the results show that responsiveness is of the highest effectiveness to customers. Therefore, all service sectors should respond favourably to the services they offer to achieve higher customer satisfaction.

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5.5 ASSURANCE

Assurance is all verbal and written communication between employees and their customers that gives customers confidence and trust. It also includes good manners, attitudes, courtesy and good knowledge (Owen and Othman, 2001). This plays an important role in all sectors as customer assurance is more fun and easy to interact with and engage with employees. This can also help in solving problems between employees and customers. This element also can be a major factors that contributing to customer satisfaction because without it customer might be feeling doubtful to deal with any of organization.

Assurance refers to the courtesy and knowledge of the employees and their ability to convey build up trust and confidence among patients. This factor is also important to achieve customer satisfaction and retention. Refer to Hasin et al.(2001) the meaning of pre-tested structured questionnaires interviewing the employee or customers attending the OPD and the in-patient Department, several factors with an assurance attribute were found to be significant: prompt response, clarification of service, physician and social worker courtesy, financial staff courtesy. The statistical correlation between the satisfaction and dissatisfaction factors and elements was identified. The quality of services in Islamic banking is influenced by the level of assurance (Qureshi et al., 2014). Therefore, good service quality requires staff to be courteous, competent, seek to provide appropriate financial advice and have easy access to client account information. In addition, customer satisfaction and confidence in Islamic banking can be enhanced by the credibility of the bank (Ashraf, 2014). The results of this research that have done found that the effectiveness of assurance among customers in various services sectors in particular was significant positive.

Parasuraman et al, 1985, 1988 has compile the assurance requires the ability of customers to feel their deposits and transactions are secure. Assurance can only be provided when workers have the experience, courtesy and ability to pass on faith and confidence to consumers as well as to all parties concerned. This element has been support by Md Abu Salleh et al. (2017) from their study shows the result all of the service image factors of Islamic banks were fully supported with assurance. So, from this we can see that assurance is having a positive and significance relationship with customer satisfaction and this thing has been prove in many researches that publish in various sectors which is either public or private.

5.6 EMPATHY

Empathy is about providing individual customer service. This is possible when the service sector is paying particular attention to the confidentiality of customer information, and making staff and management available to assist customers. Empathy is very important to be practiced in various services sectors so that customers can easily deal with any service sector. Parasuraman et al, 1985, 1988 reiterates the empathy refers to the level of customer service and individual focus, the awareness of consumer needs and the problem-solving attitudes toward the customer community. This element has received support by Saleem et al. (2016) whereas empathy as the capacity to consider and pay special attention to consumer needs. Treating customers carefully and paying special attention to them can lead to a bond and image being created between the banks and their customers. This suggests that empathy could play a vital role in improving image factors such as access to service, service offering, security and reputation

Further, there are several elements that evaluate the overall customer satisfaction in retail banking like economic satisfaction such as, level of fees and bank rates also about the employee support (Al Shemmery, 2010). Qureshiet al. (2014) has shown that there is a strong relationship between empathy and service quality leading to customer satisfaction in the service sector in particular. This study also support by Janahi, M. A., & Al Mubarak, M. M. (2017). Other studies which are by Al-Tamimi and Al-Amiri (2003) illustrate that empathy and the tangible appear to be the most important dimensions of Islamic banking. This is expected customers usually pay more attention to aspects of empathy. Thus, the empathy dimension refers to the level of individual care and attention that the bank can provide to its customers. Whereas, the results of this research show that empathy has a positive effect on customer satisfaction. Apart from that, with the attention the organization gives its customers. Yavas et al. (1997) in their research emphasized the need for empathy to please customers. Anderson evaluated the quality of services provided by public university health clinics and found that empathy and tangible dimensions showed the smallest gap between patients' expectations and perceptions while guaranteeing the biggest gap. Therefore, this may reflect the suitability of the patient's expectations and perceptions. However, this is not an unnecessary activity to allocate resources as it is necessary to maintain and satisfy customers and not to be overlooked.

5.7 PROPOSED RESEARCH FRAMEWORK

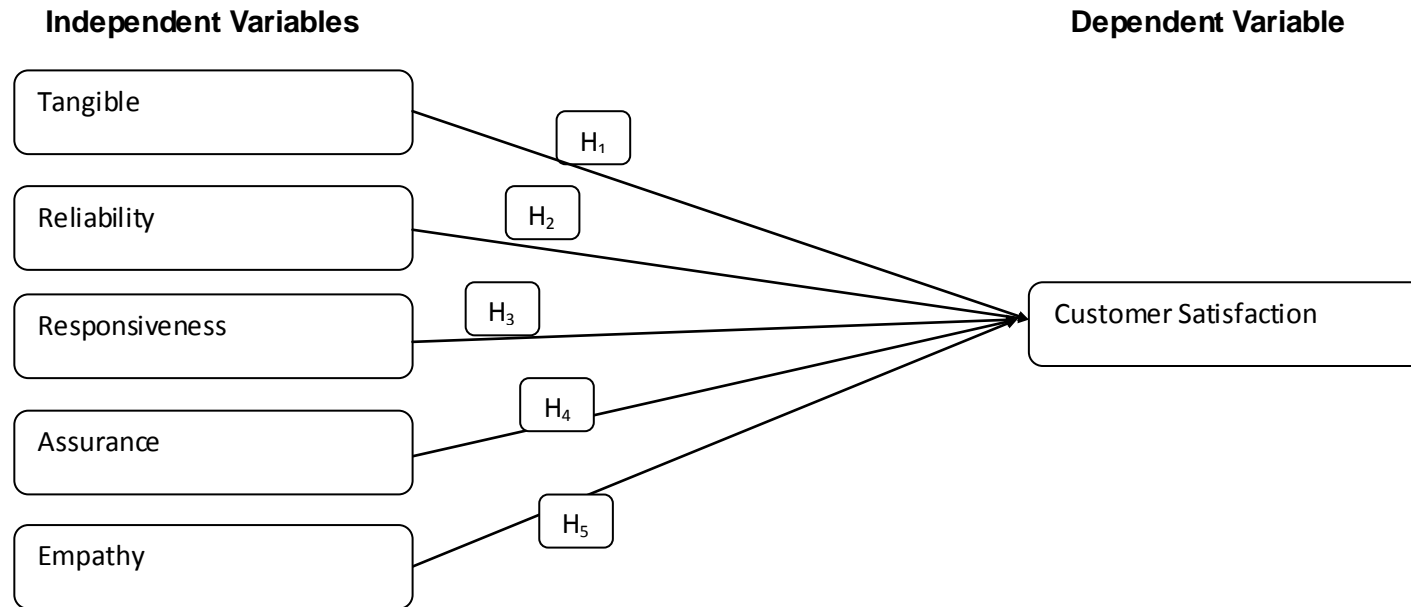


Figure 5.7 Research Framework

Figure 5.7 shows a research framework which has been adapted and adopted from Khamis, F.M. & AbRashid, R. (2018).

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6. RESEARCH METHODOLOGY

This chapter presents the research issue and research design. A researcher designs need to be prepare prior data collection and analysis, which involves making decisions regarding sampling design process, data collection procedures, research instrument, measurement of variables as well as statistic tools used in data analysis.

6.1 SOURCES OF DATA

6.1.1 PRIMARY DATA

Primary data are collected for the purpose of addressing the problem in this research itself. The questionnaire will be distributed accordingly to the specified sample which is through Google form and also distributed manually in SESB Lahad Datu, Sabah.

6.1.2 SECONDARY DATA

Secondary data are data that already been collected for the other than the problem at hand. As for this research, secondary data will be used where the data collected from academic journals and articles. This is to gain an understanding for the topic chosen for the research that is customer satisfaction towards SESB.

6.2 RESEARCH DESIGN

6.2.1 CASUAL RESEARCH

Causal research is carried out to determine the complexity and significance of the relationships between cause and effect. Causal research can be carried out to determine the effect of specific changes on existing standards, various procedures, and so on. Causal research concentrates on a situation study or a specific issue to clarify the relationship dynamics between variables. The purpose of this research is to understand which of the variables the cause and which of the variables are the effect of phenomenon and to determine the relationship between variables and the effect to be predicted. In this research, the independent variables are tangible, reliability, responsiveness, assurance and empathy while dependent variable is about customer satisfaction towards SESB.

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6.2.2 DESCRIPTIVE RESEARCH

Descriptive research methodology will be used for this study which is also quantitative analysis. Descriptive research is part of a conclusive research and its main objective to describe the problem in a systematic way. This research describes the functions, nature, characteristics and the associations or relationships of the variables of interest. The purposed of this research is to determined customer satisfaction and to identify degree of proposed marketing variables are associated to the customer satisfaction towards Sabah electricity Sdn Bhd.

6.3 RESEARCH INSTRUMENT

6.3.1 QUESTIONNAIRE

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Although questionnaires are often designed for statistical analysis of the responses, this is not the case. Questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data. However, such standardized answers may frustrate users. Questionnaires are also sharply limited by the fact that respondents must be able to read the questions and respond to them. The analysis involved computer tabulation, in the form of frequency distribution. Subsequent requirements or statistical analysis will be discussed, because once the initial data is evaluated. All of it will be analyzed through software such as Microsoft excels Microsoft word and statistical analysis software which is SPSS.

As for this research, the target questionnaire will distribute is more than 100 respondents because according to Hair et.al (2010) suggests that the minimum sample size is 100 when considering models containing 5 or fewer variables with each 3 items. This study contents 5 sections of questionnaire where the section A is about respondent's background, section B is tangible, section C is reliability, section D is responsiveness, section E is assurance, section F is empathy and last section G is customer satisfaction. These questions will be answered by the respondents by using likert scales varying which is start from 1 (Strongly Disagree), 2(Disagree), 3(Neutral), 4(Agree) And 5(Strongly Agree).

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6.3.2 MEASUREMENT OF ITEMS

Measurement items	
Tangible <ol style="list-style-type: none">1. The customer service counter is equipped with the latest facilities.2. SESB employees are well-groomed and have a good appearance.3. The SESB environment is clean and comfortable.4. SESB provide ample parking. Reliability <ol style="list-style-type: none">1. SESB employees are committed to providing services at specified times.2. SESB provides its services at the time it promises to do so.3. SESB employees are trustworthy. Responsiveness <ol style="list-style-type: none">1. The SESB employees give you quick services.2. The SESB employees always willing to help the customers.3. The SESB employees always ready in responding customers request.	Assurance <ol style="list-style-type: none">1. I feel safe when dealing with SESB employees2. The SESB employees have sufficient knowledge to answer customer questions.3. The customer service employees are polite. Empathy <ol style="list-style-type: none">1. I can put my full confidence in SESB employees.2. SESB employees respond immediately to customer inquiries and complaints.3. The employees know what I actually needs and want. Customer Satisfaction <ol style="list-style-type: none">1. The services of this bank meet my expectations.2. I am satisfied with the interactions that I have had with SESB.3. My overall impression of SESB put me in a good mood.

Table 6.3.2: Measurement of items

Table 6.3.2 shows a lists of questions which has been adapted and adopted from Saqib, L., Farooq, M. A., & Zafar, A. M. (2016) to find out which among the variables would be significant in determining customer satisfaction in this research.

6.4 SAMPLING

Sampling is about getting opinions or collecting the data from a number of people, chosen from a specific group, in order to find out about the whole group because all of this factor will influence result in you research area and that because it is very important to choose a specific respondent so the voices of the population a well presented. Refer to the marketing research book by Voon Boo Hoo and Nagarajah Lee. The categories of sampling techniques are divided into two which is non-probability and probability sampling. The first is suitable for exploratory research, while the first is required for conclusive research. Conclusive investigations (descriptive or causal investigations) require good representation of the target population and emphasis is emphasized. As for this study it is conduct by non-probability sampling technique

6.4.1 CONVENIENCE SAMPLING

This approach depends on the ease of access to topics like surveying customers in a mall or passers-by in a busy street. It is generally referred to as convenience sampling due to the researcher's ease of conducting and contacting the subjects. Researchers have almost no authority to select the sample elements and are purely proximity-based and not representative.

6.4.2 SAMPLING FRAME

A sampling frame is a list or database from which a sample can be used also it is about the database of potential respondents that can be drawn from to invite to take part in a given research project. As for this study the sampling frame will be random people but where is fits the elements requirements that the interview will consider while doing field work.

6.4.3 POPULATION

A population is the entire set people data or things that are the subject of exploration. As for this research it will focus more on customer satisfaction in SESB Lahad Datu.

6.4.4 ELEMENTS

About the elements, this is a member of population. The questionnaire will be distributed to the respondents through Google form, and also to those who have been dealing in SESB Lahad Datu, Sabah.

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7. FINDINGS AND ANALYSIS

All findings of the data were analyzed using SPSS. As shows in table 7.1 frequency of demographic factors where most of the respondents that answering the questionnaire is female (59.2%), age is between 21-30 (39.8%), the majority is married (45.6%) with occupation in government sector (33%) a monthly income RM2001-3000 per month (23.3%) and the frequency of visiting SESB 52.4% is in monthly.

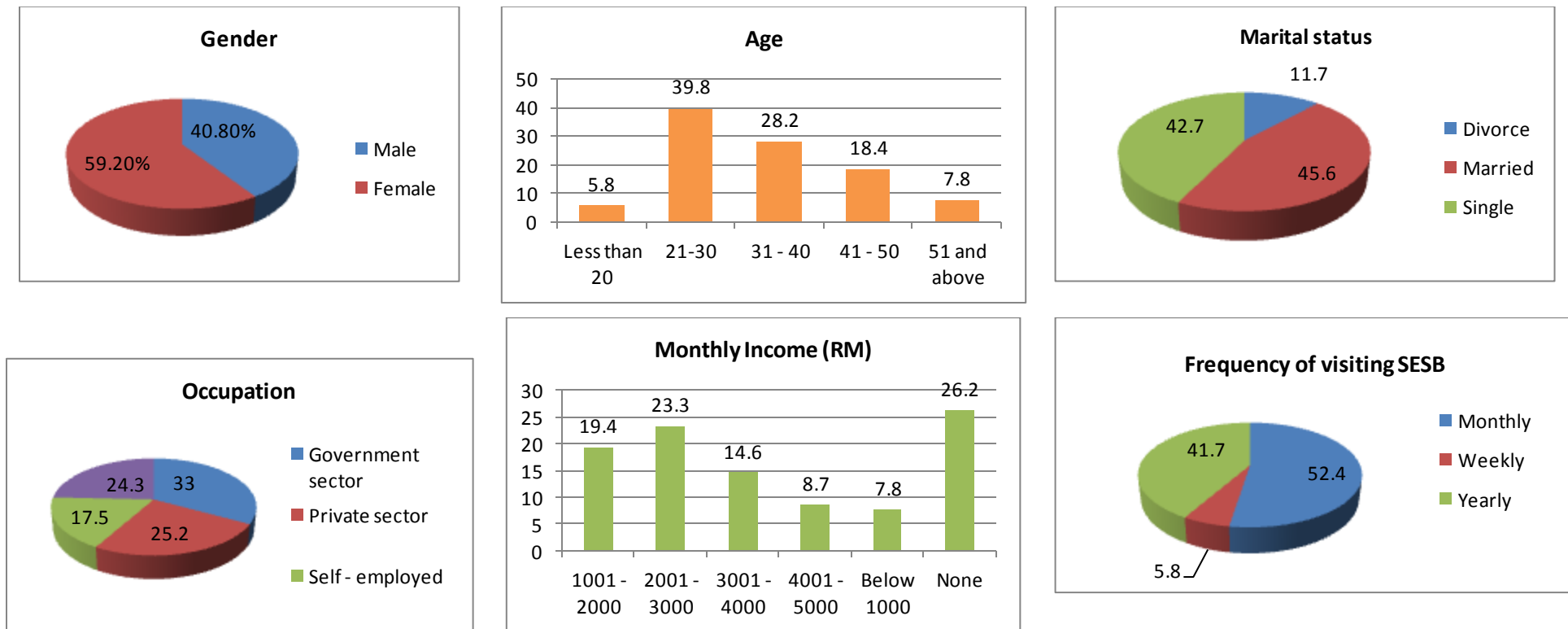


Table 7.1: Frequency of demographic factors

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Table 7.2 illustrate the reliability analysis for variables constructed in the study. The value ranges from 0 to 1, with higher values indicating greater reliability. The result is greater than 0.70 indicates the validity and reliability of a good size. Values of Cronbach alpha for all dimensions are above 0.77 which means the variables are suitable for further studies.

Variables	No. of items	Cronbach's alpha
Tangible	4	0.776
Reliability	3	0.915
Responsiveness	3	0.835
Assurance	3	0.863
Empathy	3	0.853
Customer satisfaction	3	0.914

Table 7.2 Reliability analysis

The descriptive analysis of this study is reported in Table 7.3. Mean for all variables are above the midpoint, ranging from 3.7 to 4.0, indicating that most customers agree with the statements in the questionnaires. Meanwhile, the standard deviation display values range from 0.52 to 0.63. The result indicates that on average customers are satisfied with the service provided.

Descriptive Statistics					
	N	Min	Max	Mean	Std. Dev
TANGIBLE	103	2.50	5.00	3.7961	.57282
RELIABILITY	103	3.00	5.00	3.9612	.56264
RESPONSIVENESS	103	2.67	5.00	3.9223	.52436
ASSURANCE	103	1.67	5.00	3.9806	.59377
EMPATHY	103	1.67	5.00	3.9612	.58355
CUSTOMER SATISFACTION	103	1.67	5.00	4.0906	.63520
Valid N (list wise)	103				

Table 7.3 Descriptive Statistics: Univariate Data Analysis

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Table 7.4 shows the multiple regression results. The R-square for this model shows that 60.1% of customer satisfaction is explained by the model. There are three variables has a significant relationship for this model which is responsiveness, assurance and empathy. The result of this study shows that empathy has a significant value in explaining customer satisfaction also that can affect when visiting the SESB.

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.750	.342		2.192	.031
Tangible	.003	.117	.003	.024	.981
Reliability	.112	.145	.099	.773	.442
Res	-.327	.150	-.270	-2.183	.031
Assurance	.323	.098	.302	3.287	.001
Empathy	.728	.114	.669	6.395	.000
R ²		0.601			
Sig.F (anova)		0.000			
F-Value		29.167			
a. Dependent Variable: CUSTOMERS SATISFACTION					

Table 7.4: Multiple regression analysis

8. DISCUSSION

A) DISCUSSION BASED ON RESEARCH OBJECTIVE

This study was conducted by using servqual as independent variables developed by Parasuraman et al. (1988). A discussion based on research objective which is to determine how the five elements of servqual influence on customer satisfaction results shows that not all of the independent variables can influence because the result shows that tangible and reliability is not significant in this study. Based on the result in this study shows customers will always be expecting to get a good service quality to fulfil their needs, also the service counter must play an important role that showed the image of organization. So, we can see that modern facilities also will influence customer satisfaction other can affect employees in providing excellent service and that cause the result found in previous study by Janahi et al. (2017) for all of the variables shows perfectly significant because the service quality provided is meet the requirements of customers satisfaction.

Next, the research objectives for three other variables shows the result in this study is a significant relationship between customer satisfaction especially for empathy (sig.0.000) which indicates strong relationship and it is also has been proved in the previous study done by Fauz Moh'd Khamis et al. (2018) illustrate same result. This is followed by assurance (sig 0.001) which is also a key driver of servqual same goes with responsiveness (sig 0.041) which is a unique observation that has been proved in the previous study by Md Abu Salleh et al. (2017) also a study done by Khafafa and Shafii, (2013). These variables can give a positive influence in providing best services to organizations and that cause it is important to provide the employees with training and so on in order to get a good result.

B) DISCUSSION ON COVID-19 ISSUE

I) IDENTIFICATION ON BUSINESS CHALLENGES DURING COVID –19

During covid-19 SESB is also not exempt from facing various challenges that need to be faced while majority of people are at home with their families during the Movement Control Order, trying to keep themselves safe from the virus, SESB staff have to be at work or on standby just to make sure that they are around just in case there is a problem with electricity supply. Among these are the challenges faced by service counter staff is they have to follow standard operating procedures (SOP) when dealing with customers and need a lot of time besides customers also

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have to wait longer to be served. Apart from that, employees in the technical department also have to face difficulties in working for example, the activity of changing transmission equipment through the SCADA system as well as voltage control to ensure that the Sabah Grid System is always ready and stable besides they also need to maintain social distancing. . Not only that, they should always wear personal protective equipment and wash their hands often while on duty which is very worrying for the technical frontline workers working in the red zone area especially where they should always be more vigilant and practice SOP while on duty to prevent covid-19 from happening .

II) IDENTIFICATION ON BUSINESS SOLUTION TO OVERCOME THE CHALLENGES OF A COVID -19 PANDEMIC.

The various safety measures taken by SESB in addressing covid-19 include creating the ninth pillar which requires SESB employees to take precautionary measures while working such as always washing their hands and practicing social distance. The ninth pillar was created so that all SESB citizens care about their safety and health in the face of the covid-19 pandemic.

Apart from that, the work of taking the meter reading by the meter reader has also been halted during the movement control orders commencing on March 18, 2020. This is done by SESB to ensure the safety of their employees in performing the duties and readings of the electric meter for the whole period will be taken based on the preceding month according to the SESB calculation. It is also important for the SESB to make frontlines worker especially those in red zones particular area to limit their movement. In addition, to ensuring a healthy working environment and protected from threats COVID-19 SESB has also undertaken clean-up and disinfection initiatives at offices in every branch. Next, the management also provides food provision for shifty and standby workers to reduce the movement of workers out to purchase food. In addition, for non-frontline employees such as the human resources and finance department are required to work from home and only need to come once a week for any particular business. This was done to reduce the number of staff in the office and most importantly to reduce the risk of covid-19 spread from occurring. In this regard, we can see that the SESB is also very concerned about the safety of its employees especially the frontline workers and this is also done for the common good in order to curb the spread of Covid-19 not only in SESB but also in our country.

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9. RECOMMENDATION

As for recommendation that SESB can do to make customers satisfied by enjoying their services first is, they can offer proactive customer service such as payment bill alert that can be done through email, short message by phone and so on. Besides, fraud monitoring as is commonly done by the bank to make a payment or any transactions through registered agents only to avoid a mishap occur. Secondly, SESB should also take immediate action to resolve the reported complaint, as each complaint presents new ideas and action steps for improvement in order to meet customer satisfaction in various aspects. For example, the problem of stray dogs roaming around the SESB Lahad Datu should be take action because it can disrupt the safety and comfort of customers when dealing and most importantly seek to improve and provide basic facilities for better management so, by doing these customers satisfaction can be improved and fulfilled.

As for the future researchers, things they need to do if they want to conduct same study in order to make it better, it is suggested to expand the study area and study sample not only in Lahad Datu but also throughout the Sabah, so the results obtained are more comprehensive and can help to improve the service quality at SESB. Since, this study focuses of service quality on customer satisfaction so; there may be other issues that may have a direct or indirect effect on SESB's customer satisfaction. Therefore, it is recommended that future researchers expand their scope and conduct research in this area by including more variables.

10. CONCLUSION

To conclude these results indicate that SERVQUAL is reliable and valid in examining the customer satisfaction of SESB. Empathy is a key driver of customer satisfaction for SESB, followed by assurance and responsiveness. Subsequently, the results of this study confirm that customer satisfaction is not positively related to tangible and reliability; however, it would be more significant if SESB were to enhance the infrastructure needed to ensure customer satisfaction. Thus, the results of this study show that customers are concerned about quality of service received from their service providers in assessing the level of satisfaction. Delivering a fast and reliable service will increase customer commitment to the service as it is the cornerstone of the business. Therefore, individual or parties that are responsible for an organization need

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to be more aware of factors that influence customer satisfaction and service quality in order to re-evaluate an organization's policies and needs in order to strengthen its management system by focusing on the factors that predict the service quality to be improved and enhanced even though SESB is a monopoly company. So, customer satisfaction aspects need to be studied in more detail as this is one of the psychological aspects that can influence the service quality.

11. SIGNIFICANCE OF THE STUDY

The significance of this study is to evaluate the level of customer satisfaction with the five elements in service quality which is tangible, reliability, responsiveness, assurance and empathy towards SESB. It is good things to do because the study that was conduct would be beneficial to the management of SESB especially because this study will provide reliable and useful information to the management who played an important role in ensuring needs and wants of the customers will be address properly. It also will allow them to develop new concepts which could serve as a foundation for improving their strategies in order to fulfil the satisfaction of customers. It is because, each customer will always have different needs and wants, therefore, research and surveys should always be done to identify the problem they are facing because the problems they report can help an organization to continually improve the quality of services offered which is a good activity to apply.

Apart from that, this study also will be beneficial to the customers because data that conduct from this study is conduct through questionnaire and being a respondent of this survey, the exercise of answering the questionnaire would assist the SESB in delivering service quality by receiving input from the respondent about what they expect to receive or encounter. Thus, in this situation SESB can improve the quality of service as well as can reduce a negative word of mouth. It is because by reducing it can help to make the image and the performance of organization become better especially to the public and that cause it is very important to keep always maintaining and sustaining a good relationship especially with customers so, they can deal with the organization without feel insecure and doubtful. Furthermore, this study can also help the reader to take action that needs to be done regarding this issue other than can make other people that are interested to conduct similar studies on a wider scope that are include variables which are not covered in this study.

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12. SELF REFLECTION

My experience during my internship at Sabah Electricity Sdn Bhd Lahad Datu (SESB) in terms of knowledge, I learned to deal with customers at the service counter, for example, when they wanted to make new applications for domestic or commercial power supply where the documents needed for commercial applications were slightly different. Domestic applications involve residential areas while commercials involve shops, factories or large projects run by contractors that require electricity. Not only that, I also learn to deal with customers when they want to close an account because if it is not closed after the homeowners move, it can cause many problems for the next tenant in the future.

In addition, I also learn about how to deal with customers as they make complaints about rising electricity bills, electrical meter damage, electricity bills and much more. Even though customers can make complaints through the official website, there are some of them that prefer to make a complaints directly over the counter. During my internship one of the most important things when dealing with customers is to have good relationship and communication because when both parties do not have these things it is very difficult to resolve the problems that are encountered especially when the customer is complaining. Apart from that, I also learned to work in a group with other workers. This is important for every organization to do and make their work better other than easier to understand. In addition, working in a group is very good and important especially for intern students because through these activities there is a wealth of experience such as how to present ideas, discuss problems faced by the organization and how to solve the services offered for customer satisfaction.

Besides, during my internship at SESB I also gained a bit of experience during the audit on what to do before and after the audit. Through this experience I can also understand a little bit about the future of the workforce is not as easy and beautiful as it is thought that a little negligence can lead to difficulties later on. So what I can conclude here during my internship at SESB is always be alert to your own work and must be always be in a good relationship with one another especially in the work environment as all these factors will influence our work culture in order to be more responsible and most importantly disciplined because this is a mirror for ourselves to keep trying and never give up.

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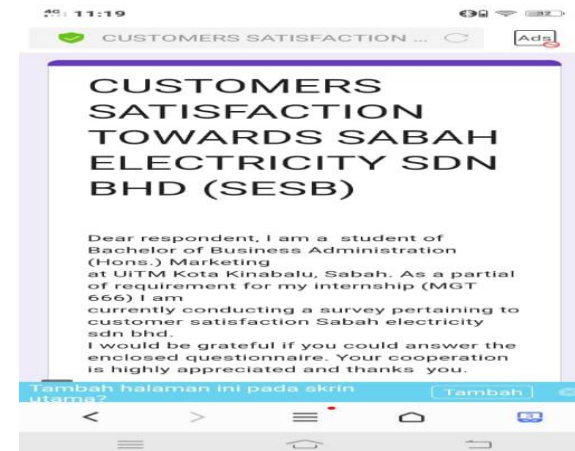
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14. APPENDICES

14.1 SAMPLE OF GOOGLE FORM



14.2 QUESTIONNAIRE



Dear respondent, I am a student of Bachelor Business Administration (Hons.) Marketing at UiTM Kota Kinabalu, Sabah. As a partial of requirement for my internship (MGT 666) I am currently conducting a survey pertaining to customer satisfaction towards Sabah electricity sdn bhd (SESB). I would be grateful if you could answer the enclosed questionnaire. Your cooperation is highly appreciated and thanks you.

Researcher Name:

NURHAFFINA NADIA BINTI JAKARULA

2017345837

INTRODUCTION

- SECTION A: Personal Background
- SECTION B: Tangible
- SECTION C: Reliability
- SECTION D: Responsiveness
- SECTION E: Assurance
- SECTION F: Empathy
- SECTION G: Customer Satisfaction

Each part accompanied by information, your goal is to rank the questions according to your own knowledge and experiences. Please tick (✓) on the box and tick the number that must accurately reflects the importance of this value on you.

Introduction: Please read the statement start from section B to section G carefully. On the right side of the statement, you will see the number that indicates your feeling and the number represent as given. Please circle or tick the number that most accurately reflects your knowledge an opinion on the statement. For example, if you disagree with the statement, you may circle or tick either number 1 or 2. If you agree with the statement, you may circle or tick either number 4 or 5, and if you have natural feeling, circle or tick number 3.

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SECTION A: RESPONDENT BACKGROUND

INSTRUCTION:

Please tick (✓) in the appropriate box that is relevant to you.

1. Gender

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

2. Age

<input type="checkbox"/>	18-20
<input type="checkbox"/>	21-30
<input type="checkbox"/>	31-40
<input type="checkbox"/>	41-50
<input type="checkbox"/>	51-60

3. Marital status

<input type="checkbox"/>	Single
<input type="checkbox"/>	Married
<input type="checkbox"/>	Divorce

4. Occupation

<input type="checkbox"/>	Government sector
<input type="checkbox"/>	Private sector
<input type="checkbox"/>	Self-employment
<input type="checkbox"/>	Unemployed

5. Frequency of visiting SESB

<input type="checkbox"/>	Daily
<input type="checkbox"/>	Weekly
<input type="checkbox"/>	Monthly
<input type="checkbox"/>	Yearly

SECTION B: TANGIBLE INSTRUCTION

Please tick (✓) in that appropriate box that is relevant to you.

Please indicate your degree of agreement on the statement by ticking (✓) the most suitable number based on the number scale 1 to 5 in order to describe tangible level of Sabah electricity sdn bhd.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

1	The customer service counter is equipped with the latest facilities.	1	2	3	4	5
2	SESB employees are well-groomed and have a good appearance.	1	2	3	4	5
3	SESB provide ample parking.	1	2	3	4	5
4	The SESB environment is clean and comfortable.	1	2	3	4	5

SECTION C: RELIABILITY

INSTRUCTION

Please tick (✓) in that appropriate box that is relevant to you.

Please indicate your degree of agreement on the statement by ticking (✓) the most suitable number based on the number scale 1 to 5 in order to describe reliability level of Sabah electricity sdn bhd.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

1	SESB employees are committed to providing services at specified times.	1	2	3	4	5
2	SESB provides its services at the time it promises to do so.	1	2	3	4	5
3	SESB employees are trustworthy.	1	2	3	4	5

SECTION D: RESPONSIVENESS

INSTRUCTION

Please tick (✓) in that appropriate box that is relevant to you.

Please indicate your degree of agreement on the statement by ticking (✓) the most suitable number based on the number scale 1 to 5 in order to describe responsiveness level of Sabah electricity sdn bhd.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

1	The employees give you quick services.	1	2	3	4	5
2	The employees are always willing to help the customers.	1	2	3	4	5
3	The employees are always ready in responding customer's request.	1	2	3	4	5

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SECTION E: ASSURANCE

INSTRUCTION

Please tick (✓) in that appropriate box that is relevant to you.
Please indicate your degree of agreement on the statement by ticking (✓) the most suitable number based on the number scale 1 to 5 in order to describe assurance level of Sabah electricity sdn bhd.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

1	I feel safe when dealing with SESB employees	1	2	3	4	5
2	The SESB employees have sufficient knowledge to answer customer questions.	1	2	3	4	5
3	The customer service employees are polite.	1	2	3	4	5

SECTION F: EMPATHY

INSTRUCTION

Please tick (✓) in that appropriate box that is relevant to you.
Please indicate your degree of agreement on the statement by ticking (✓) the most suitable number based on the number scale 1 to 5 in order to describe empathy level of Sabah electricity sdn bhd.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

1	I can put my full confidence in SESB employees.	1	2	3	4	5
2	SESB employees respond immediately to customer inquiries and complaints.	1	2	3	4	5
3	The employees know what I actually needs and want.	1	2	3	4	5

SECTION G: CUSTOMER SATISFACTION

INSTRUCTION

Please tick (✓) in that appropriate box that is relevant to you.
Please indicate your degree of agreement on the statement by ticking (✓) the most suitable number based on the number scale 1 to 5 in order to describe customer satisfaction level of Sabah electricity sdn bhd.

1	2	3	4	5
Strongly dissatisfy	Dissatisfy	Neutral	Satisfy	Strongly satisfy

1	The services of this bank meet my expectations.	1	2	3	4	5
2	I am satisfied with the interactions that I have had with SESB.	1	2	3	4	5
3	My overall impression of SESB put me in a good mood.					

END OF QUESTIONS

-THANK YOU-