



A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION
TOWARDS SERVICES PROVIDED IN KEDAI TELEKOM

SITI AISHAH BINTI ABI SUFFIAN
2000133337

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

MARCH 2004

ACKNOWLEDGEMENT

Alhamdulillah, greatest thanks to Allah, who gave me the courage and strength to complete this study. At last, I managed to accomplish the task given to me accordingly.

In this opportunity, I would like to express my deepest gratitude to my advisor, the honorable Puan Rozita Binti Haji Naina Mohamad, for her kindness and willingness to spend some of her precious time to guide, advice and assist me in completing this study.

I would like to express my sincere thanks to Encik Reidzuan Ahmad, the Assistant Manager in the MBS Unit in Telekom Malaysia Taman Sentosa, in Johor Bahru, who were also my supervisor, for his co-operation, opinions, and direction in doing this research. Not forgetting the Head of MBS Unit, Puan Hajah Zaiton Amir, all Account Executives and all the staff in MBS Taman Sentosa, especially to Encik Ramlan Omar, Puan Zuryati, and Encik Abdul Sarip.

My warmest gratitude also goes to my beloved friends especially Norwahidah Dahayong for her helps and ideas, through my ups and downs in completing this research, and also to all my colleagues for sharing their knowledge and expertise with me.

Special and most sincere thanks to my beloved parents,

and my siblings for their support, love, understanding, and being patient to me during my crucial time. May Allah bless all of us.

Thank you so much.

ABSTRACT

The customers' perception about service quality is based on the long term, cognitive evaluations on Kedai Telekom's service delivery, where as customers' satisfaction is a short term emotional reaction to a specific service experience. Before Kedai Telekom's customers experience the service, they have an expectation about the service quality that is based on the individual needs, past experiences, and also words of mouth recommendations.

This study mainly focusing on the customer perception and satisfaction towards services provided in Kedai Telekom, in Taman Sentosa, Johor Bahru. For the purpose of this study, 40 questionnaires were distributed randomly to 40 respondents in order to get the findings. The target customers were those who came to Kedai Telekom for solving their matters.

The data that had been collected were analyzed using Statistical Package for Social Science (SPSS) program. The analysis includes the frequency, and the cross tabulation analysis.

There are also a few recommendations suggested to Telekom Malaysia for the future improvement in delivering the services to the customers. Hope that Telekom Malaysia especially Kedai Telekom aware that quality in customer service comes first in a industry that Telekom Malaysia is in.

TABLE OF CONTENT

<i>Letter of Transmittal</i>	<i>I - ii</i>
<i>Acknowledgement</i>	<i>iii - iv</i>
<i>Table of Content</i>	<i>v - vi</i>
<i>Abstract</i>	<i>vii</i>
1.0 THE INTRODUCTION	1
1.1 Company Background	2
1.2 Scope Of study	7
1.3 Problem Statement	8 - 9
1.4 Research Questions	10
1.5 Research Objectives	11
1.6 Significant Of Study	12
1.7 Limitations	13 - 14
1.8 Definitions Of Terms	15 - 16
2.0 LITERATURE REVIEW	17
2.1 Service	18 - 20
2.2 Customer Satisfaction	20 - 21
2.3 Customer Experience	21
2.4 Service and Perception	22
2.5 Service Quality and Feature	23 - 24