

**THE PERCEPTION OF CUSTOMERS  
(CELCOM, MAXIS AND DiGi) TOWARDS  
SERVICE QUALITY OF ACISION SDN. BHD.**

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## **ABSTRACT**

This research is about to study on perception of customers towards service quality of Acision Sdn. Bhd. The dimensions such as tangibles, reliability, responsiveness, assurance and empathy have been identified in order to investigate whether or not these factors have an effect towards service quality by using service quality dimensions.

Objectives are to determine which elements in service quality need an improvement by Acision Sdn Bhd. And also to identify suggestion to improve service quality provided Acision Sdn. Bhd.

The survey is conducted at Klang Valley which the 3 headquarters of networking situated. For example, Celcom in Celcom Tower, Maxis in Maxis Tower and DiGi headquarters' in Jalan Semarak. This is probability research and use simple random sampling to pick up the respondents. The sample size for this study is 60 respondents who are working in 3 networking that available in Malaysia. Data obtained using a method which is primary data and used questionnaires as a technique to collect a data. The Statistical Package for the Social Science (SPSS) version 14.0 will be used to summarize the data. The results will be in form of reliability testing, frequency, mean, percentage and cross tabulation. For overall findings show that the respondents perception agree that Acision Sdn. Bhd. are provided service quality to the customers.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of Research**

The purpose researcher doing this research is to identify the problems of Acision Sdn Bhd when delivering the service to their customers. All of these problems need an improvement in their quality of service to make their customers satisfied with the service. For the information, the customers of Acision Sdn Bhd are the 3 preferences network in Malaysia. They are Celcom, Maxis and DiGi.

If Acision do not do a continuous improvement in their service it will make their customer choose another service provided by other available competitors company in Malaysia such as LogicaCMG, Converse and Hua Wei.

As a result, this research will help Acision Sdn Bhd to know which area in their service need improvement to retain their customers satisfaction.

#### **1.2 Background of Company**

Acision has been selected by O2 Germany, a subsidiary of O2 plc to migrate its short messaging services architecture to a complete IP-based next generation