



**CUSTOMER SATISFACTION TOWARDS  
SERVICES PROVIDED BY TENAGA NASIONAL  
BERHAD IN MELAKA TENGAH, MELAKA.**

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## **ABSTRACT**

The purpose of this research is to study the customer's satisfaction towards the services provided by Tenaga Nasional Berhad in Melaka Tengah, Melaka and the relationship between counter service, service quality, and physical facilities with customer's satisfaction. Moreover, this study will examine and measure the level of customer's satisfaction and the relationships of the items that will influence their satisfaction with the service provided to them in order to enhance and gain more satisfaction among the customers.

The findings showed that most of the customers were satisfied with the service provided to them and physical facilities have a strong relationship, while counter service have moderate relationship and service quality have weak relationship with customer's satisfaction. The researcher is also able to give some recommendations and suggestion on how to improve and increase customer's satisfaction of the customers after the analysis, findings and interpretation.

In this study, we used interviews and questionnaire techniques for data collection. Based on frequency, cross tabulation and correlation, a clear findings and result is observed.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Company Background**

##### **1.1.1 Tenaga Nasional Berhad**

Tenaga Nasional Berhad was established in September 1990 through a corporatisation and privatization exercise by the Malaysian Government then National Electricity Board (NEB). Established in 1949, the authority was known as the Central Electricity Board until 1965 when it changed its name to the NEB. TNB. The company, with one of the largest market capitalization on the KLSE, stands out as one of the most successful privatisation efforts by the Malaysian Government.

TNB's core activities are in the generation, transmission, and distribution of electricity. To date, TNB remains a major player in electricity generation which forms a significant part of the Group's diversified range of business activities. The TNB Group has the largest generation capacity of 11,137.5 MW. Currently, the TNB Group has a complete power system, including the National Grid, Customer Service Centres, Call Management Centres, and administration offices throughout Peninsular Malaysia and Sabah.

TNB, through its subsidiaries, is also involved in the manufacturing of transformers, high voltage switchgears and cables; the provider of professional consultancy services, architectural, civil and electrical engineering works and services, repair and maintenance services and fuel; undertakes research and development, property development, and project management services.