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**CUSTOMER'S LEVEL OF SATISFACTION TOWARDS COUNTER
SERVICE: A STUDY AT TM POINT**

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DECLARATION OF ORIGINAL WORK



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I, Edward Liding Anak John (I.C No: 830310-13-5887), Hereby declare that:-

- **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 degrees.**
- **This project paper is the result of my independent work and investigation, except where otherwise stated.**
- **All verbatim have been distinguished by quotation marks and sources of my information have been specifically acknowledged.**

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INTRODUCTION

Background of TM Point

Telekom Sales & Services Sdn. Bhd. (TM Sales & Services) is a customer service organization which provides a one-stop solution for TM Group products and services. With the Vision, " To be a one-stop centre for TM Group products and services" and as a wholly-owned subsidiary of TM, TM Sales & Services is determine to provide excellent services for TM Group's customers and to offer competitive ICT products and services.

Currently, Telekom Sales & Services Sdn. Bhd. has more than 100 ISO Certified TM point outlets nationwide. These TM point outlets serve as the primary channels in providing TM's services such as service provisioning, bill payments, fixed line, multimedia and other value added services. TM Sales & Services also markets a wide range of telecommunications as well as IT related products and accessories.

Telekom Sales & Services Sdn. Bhd. works very closely with TM Group, vendors, suppliers and business partners to channel telecommunication products through its TM point outlets. To ensure that the Company achieves its goals, TM Sales & Services are continuously finding ways to provide choices of competitive and high quality products to its valued customers.

In its bid to strive for the best, Telekom Sales & Services Sdn. Bhd. had participated in the " 2004 Quality Award ", by the Ministry of Energy, Water and

1.10 Objective of Study

In this study, the researcher would like to discover the public awareness and customer satisfaction towards the service at the counter of TM Point. Thus, the research objectives are as follows:

To measure the customer satisfaction towards TM Point's customer service.

Customer satisfaction is the key factor in determining how successful the organization in retaining their customers. Thus, it is very important for TM Point to meet their customer satisfaction through quality service

To gather the possible ideas on how to improve the performance of TM Point.

“Customer satisfaction drives future profitability. It is a vital measure of performance for firms, industries, and national economies” (Anderson et al., 1994). With that statement, it is important for service manager to improve its performance and thus, the researcher would like to gather possible ideas on how to improve the quality service at TM Point.

1.11 Significant of Study

This research was conducted for many reasons and this can be useful for the organization to further improve their service quality. Customer satisfaction is the key factor in determining how successful the organization will be in customer relationships (Reichheld, 1996) and therefore it is very important to measure it. Also,