



**CUSTOMER PERCEPTION TOWARDS SERVICE
ENVIRONMENT IN TERMS OF AMBIENT
CONDITION PROVIDED BY TELEKOM (CONSUMER
SALES), IN KOTA KINABALU**

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ABSTRACT

Service environment communicate and determine the positioning of the service, shape employee as well as customer productivity. That also can guide customers through the delivery system, and may represent a core competitive advantage.

This study is about Customer perception towards service environment in terms of ambient condition provided by Telekom (Consumer Sales) in Kota Kinabalu. Based on this study, researcher want to know the customer's perception on their value and satisfaction towards service environment in terms of ambient condition provided by Telekom.

The problem with TM service environment is not attractive in terms of its ambient condition. TM has no color schemes, sound of music, wall textures and ceiling composition. Thus, the improvement of service environment in terms of its ambient condition is important to influence customer to be satisfy with Telekom service.

Target of group are 200 respondents and two consumers segments. The consumer segments involved students from IPTA/IPTS and also career individual. The study was conducted in Kota Kinabalu City. Researcher also went to universities, companies and government to interview respondents. Data gathered from fieldworks and analyzed using statistically package of social science (SPSS).