CUSTOMER SERVICE AND CUSTOMERS' SATISFACTION TOWARDS TM SUNGAI
PETANI CUSTOMER SERVICE:

TM CUSTOMERS' PERSPECTIVE

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Contents

CHAPTER 1 : INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Administration quality alludes to the crevice between the clients desires and discernments, that is, the nature of an administration will be evaluated high when an administration conveyed surpasses the clients desires and will be appraised poor when it doesn't meet them (Kotler,1999). The fundamental determinants of administration quality are unwavering quality, responsiveness, certification, compassion, and tangibles. In this way, regardless of whether the administration or offer conveys these impacts, the shoppers/clients fulfillment and re-buy conduct (Parasuraman, Zeithmal and Berry 1985). Consumer loyalty is the degree to which an items saw execution coordinates a purchasers desires (Kotler, 1999). Consumer loyalty is connected with worth and henceforth reliant on cost while then again benefit quality is not for the most part thought to be free on cost. Exceptionally fulfilled clients produce a few advantages for the organization. Fulfilled clients are not value touchy, remain clients for a drawn out stretch of time and talk positively to others about the organization and its items.

For any business or action to be truly effective, the exceptionally urgent fixing is consumer satisfaction. Administration needs to ensure that every individual in the association knows about that actuality. Every one ought to carry out their employment having personality a primary concern the inquiry: how does this specific operation add to consumer loyalty? This is genuine even in an one individual operation. Similarly, the organization might have the capacity to locate various non-esteem included exercises that don't mean any point of preference to the client (Robert Walakira, 2001).

Telekom Malaysia is one of the leading telecommunications companies operating in Malaysia. Since its inception, it has transformed from offering landlines to offering internet services to people of Malaysia. Some of the services offered by Telekom Malaysia include landline, mobile, internet options, ICT options and data services. This being a service oriented business, Telekom Malaysia is required to provide quality service to its customers and hence customer satisfaction is paramount in its business.

5

CHAPTER 2 : LITERATURE REVIEW
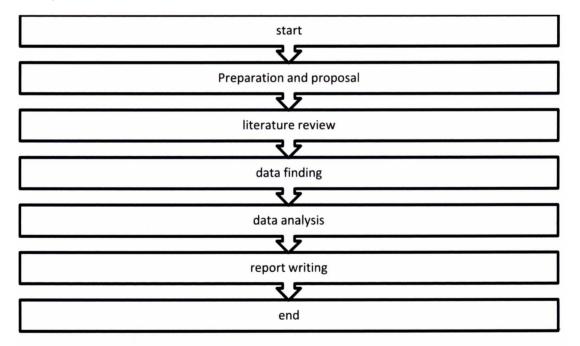
2.1 Service Quality

Service quality can be described as a rationale of differences between expectation and competence along the important quality dimensions. Parasuraman, Zeithaml and Berry identified ten requirements useful for customers' evaluation of the quality of services: reliability, responsiveness, tangibles, communication, credibility, security, competence, courtesy, understanding the customers and service accessibility. Zeithaml, Parasuraman, and Berry proposed a service quality scale (SERVQUAL), a generic instrument that has dimensions of service quality: reliability, responsiveness, assurance, empathy and tangibles, the constructs were found to have high correlation. This instrument continues to be widely used in marketing studies of customer satisfaction and consumer preference despite some argument that other models may be better .The stage of performance that a top quality service will need to give was conditioned through the expectation of the customers. Service quality is judged low when the performance was below expectation. The SERVQUAL model is a common diagnostic tool used to measure customer service and perceived satisfaction. Reliability is the service company ability to deliver promises on time. In this study we focused on five factors that could predict the quality of the service provided by the investigated telecommunication service provider. Responsiveness is the degree to which customers perceive service providers' readiness to assist them promptly. Assurance is the degree of courtesy of service providers' workers and their ability to communicate trust to customers. Empathy is the care and importance the service provider gives to an individual customer, and the degree to which specific customer needs and preferences can be understood and articulated. Lastly, tangibility is the evidence of facilities, personnel, and communication materials used by the company while offering services to customers

Parasuraman et al. (1998) has developed the instrument called as "SERQUAL" which measures the gap between customers' expectations on service and actual service perceived. The instrument consists of five service dimensions which is as follows: Tangibles, Reliability, Responsiveness, Empathy and Assurance.

CHAPTER 3 : METHODOLOGY

3.1 Research framework

There are two types of data will be used in this research paper which are primary and secondary data. Primary data are from questionnaire and interview and secondary data from journals, articles and websites.

start
Preparation and proposal
literature review
data finding
data analysis
report writing
end

The research framework is divided into 5 steps, starts with preparation and proposal, follow by literature review, data finding, data analysis and lastly, report writing.