



**UNIVERSITI TEKNOLOGI MARA**

**THE RESEARCH REPORT**

**A STUDY OF THE CUSTOMER SATISFACTION IN  
SYARIKAT SESCO BHD  
(SARIKEI AND MUKAH REGIONS)**

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## **THE ABSTRACT**

Customers are important to both public and private sectors. Without customers, there would be no deals and no deals mean no business.

The study examines customer satisfaction relate to effectiveness and efficiency and they would be measured through surveys and problems would be identified specifically.

A random sample of 54 customers of Syarikat SESCo Bhd in Sarikei Region and 24 customers in Mukah Region were required to answer questionnaire distributed to them under two major issues namely Satisfaction and Important.

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# CHAPTER I

## INTRODUCTION

Electricity is the flow of electrical power or charge. It is a secondary energy source which means that we get it from the conversion of other sources of energy, like coal, natural gas, oil, nuclear power and other natural sources, which are called primary sources. Electricity is a basic part of nature and it is one of our most widely used forms of energy. Despite its great importance in our daily lives, most of us rarely stop think what life would be like without electricity. Yet like air and water, we tend to take electricity for granted. Everyday, we use electricity to do many jobs for us, from lighting and heating, to powering our televisions and computers. Electricity is a controllable and convenient form of energy used in the applications of heat, light and power.

In providing of this electricity throughout State of Sarawak, a corporation has been set up known as Sarawak Electricity Supply Corporation (SESCo). SESCO is a State Statutory Body incorporated under the Sarawak Electricity Supply Corporation Ordinance, 1962 and is responsible for the generation, transmission and distribution of electricity in the State of Sarawak in Malaysia. In 1921, an Electrical Section was set up in the Public Works Department to look into public electricity in Sarawak. In 1932, the Sarawak Electricity Supply Company Limited was formed and was licensed to operate public electricity supply with exclusive generating rights.

However in 1<sup>st</sup> July 2005, SESCO has been privatized and is known as Syarikat SESCO Bhd (hereinafter called "Syarikat"). Why Syarikat has been privatized?

## CHAPTER II

### LITERATURE REVIEW

The issues related to the study were found based on articles collected as follows:

i. Classification of Customer Satisfaction by webhost4life website

“Many of us believe the meaning of customer satisfaction is always making a favorable outcome for the customers. That is not true. Customer Satisfaction could be classified as Listening to the Customer, Understanding the Problem, Providing an Explanation and Educating the Customer.”

*<http://web.webhost4life.com/tiqquana>*

ii. Commercial Consumers Use of Electricity in Malaysia

“Commercial consumers use about 27% of the electricity used in Malaysia, while some of them also consume other fuels like diesel or medium fuel oil for heat or steam for their process requirements. Large commercial consumers use most of the electrical energy for use air-conditioning of their premises”.

Capacity Building on EE/DSM in Malaysia – Building Sector

*<http://www.eest.net.my/buildingintro.htm>*

iii. Consumption of Energy

“Energy is the key ingredient to any economic activity. Adequacy of energy supply is important. Consumption of energy however produces some