

CUSTOMER SERVICE AND CUSTOMERS' SATISFACTION TOWARDS TM KUALA  
LUMPUR CUSTOMER SERVICE:  
TM CUSTOMERS' PERSPECTIVE

MUHAMAD 'IZZUDDIN BIN AB RANI  
2013836276

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**UNIVERSITI TEKNOLOGI MARA SARAWAK**  
**ORIGINAL LITERATURE WORK DECLARATION**

Name of student : Muhamad 'Izzuddin bin Ab. Rani  
Matric No : 2013836276  
Name of degree : Degree Bachelor of Business  
Administration with Honours (Marketing)  
Title of Research Project : Service Quality and Customers'  
Satisfaction towards the TM Kuala Lumpur Customer  
Service  
Field of Study : Marketing

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Margaret Lucy Gregory

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## ACKNOWLEDGEMENT

In the name of Allah S.W.T, the Most Gracious and the Most Merciful

First and foremost, all praises to Allah for giving me strengths and blessings that enable me to complete this research. I am taking this opportunity to express my gratitude to those parties who involved in making this research a success.

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Margaret Lucy Gregory

Date:

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction of the study

All big companies in the world are spending millions and millions of their money to strengthen their customer service because for them, customers are their heart and soul. Without customers, their businesses cannot generate income hence, the companies will bear losses. Customer service is like thread that connects the customers to the companies because they are the one handle the customers' problems and they are the one that answer all the customers' inquiries. Other than that, this study purpose is to measure the customers' satisfaction using 5 dimensions of SERVQUAL (tangible, reliability, responsiveness, assurance and empathy).

### 1.2 Background of the study

This is a case study focusing on the service quality served by TM Berhad Kuala Lumpur; was chosen because customer service is a crucial aspect that every company must be able to deliver perfectly since the companies will be evaluated and judged by its own customers. By perfect, it means that the customer service should treat the customers like the kings and help the customers to aid their problems. In this research, the TM Kuala Lumpur customer service will be evaluated by its customers to know whether the customers are treated nicely or badly since the customer service are the middlemen between TM Kuala Lumpur and its customers.

### 1.3 Problem Statement

There are very little studies have been conducted on service quality in telecommunications services in Malaysia that the researcher can refer to. Customer preference is different from one another. Today, customers are more spoiled. They are more sensitive towards the staffs' treatment towards them. Thus, TM KL staff should be cautious in handling the customers so that there will be no hard feelings between them.

### 1.4 Research Objectives

The study aims to recognise the service quality dimensions that contribute to the customers' satisfaction. Besides that the study also aims to identify the contributing factors that lead the customers to use TM services. The result of the study will help to measure the relationship between TM's services performance and the customers' satisfaction towards the TM's service.

**1.4.1 RO1:** To assess the customers' perception on the quality of services provided TM KL customer service

**1.4.2 RO2:** To identify the customer's satisfaction level towards the overall service provided

## 1.5 Research Question

From the research objectives, it will aid us to find out the data that are investigated out from the customers. The specific research questions are as follows.

- 1.5.1 **RQ1:** What are the customer's perceptions on the quality of services provided by TM KL customer service counter?
- 1.5.2 **RQ2:** What is the customer's satisfaction level towards the overall quality of service provided by TM KL customer service counter?

## 1.6 Significance of Study

This study is focusing on the service quality of the customer service of TM Kuala Lumpur, thus this research also can be used or referred as reference for other parties to aid them in their customer service department to know what are the qualities that they need to have so that they can give their best for their customers. The parties that may gain benefit from this research are:

- i) **Researcher**  
The significance of this study for the researcher is to fulfil the requirements of BBA (Hons) in Marketing before graduation. The result in this study will help the researcher to identify the difference between real research and the actual theory that were being taught in classes.
- ii) **Customer Service Department**  
Every company that has customer service department can rely and refer to this research because most big companies have Customer Service Department. So, by referring to this research, the companies can know what the things that customers need and what are their expectations towards the department.
- iii) **Customers**  
As a customer, they have the customer's right and by this research, they can know what to expect from the customer service department. Thus, giving them chance to properly judge the customer service department services.
- iv) **Government**  
This study is significant for the government as it will guide the government on setting some standards that the companies must follow on how to handle customers.

## **1.7 Scope of study**

These topic concentrates on the customer satisfaction towards the TM service quality and identify the factors that makes TM number 1 broadband company in Malaysia. The study will focus in Kuala Lumpur. Below are the place in in Kuala Lumpur that will be targeted when doing the study.

- a. Kuala Lumpur area – TM Point KL Bukit Mahkamah

## **1.8 Limitations of the study**

### **1.8.1 Lack of past research to refer to**

There are too little studies on customer satisfaction towards broadband companies. Thus, the researcher are having some trouble in collecting secondary data to refer to. There are also huge amount of time that are needed to find the secondary data.

### **1.8.2 Respondents cooperation**

There are some customers that are too committed to their tight schedule and they do not have the time to answer the questionnaire. Other than that, there are also some customers that refused to answer the questionnaire and not willing to cooperate with the researcher.

### **1.8.3 Accessibility of data**

The researcher has trouble in looking correct articles and journal that are related to this studies. This is because the articles and journal found by the researcher most of them are not relatable to this study. The news and the magazines only give little information about this study.

## Chapter 2

### LITERATURE REVIEW

#### 2.1 Service Quality

SERVQUAL is the most comprehensive and frequently cited tool for measuring and managing service quality. It was devised three well-known figures in service marketing, Parasuraman, Zeithaml, and Berry. The service quality measurement methodology was first introduced in 1985 and subsequently improved in a series of publications

Parasuraman et.al's 1988 model of service quality was considered the best evaluative tool for the comparison of service excellence by the customer (Nazurah, 2009), however, proposed an alternative method and defined service quality as the customer's overall impression of the relative inferiority or superiority of an organization and its service offerings. In most service organizations, impressions of quality are formed during the interaction between the customer and the firm's contact personnel. Thus, service quality is highly dependent on employee's performance during service transactions. The empirical results from service quality and service satisfaction affirm that customer-employee interactions are interdependent and the human element in the service transaction is also important (Kayvan Miri, Bahar, & Glenn, 2014). Thus while providing a service strategy – doing something extra and doing it imaginatively are key element in the transaction. Managing the first and the last four minutes of the transaction in an impressive manner in an impressive manner is another area of concern. In addition, the studies showed that customers are prepared to pay more for excellent service so price is the most important factor.

The linkage of customer satisfaction, customer retention and firm profitability is well established in the marketing literature (Falk, 1997), with many firms considering it as an intangible asset whose power can be leveraged as a competitive advantage in the global arena (Castañeda, Frías, & Rodríguez, 2007). The standard performance disconfirmation paradigm forms the basis for the majority of empirical studies in the field of customer satisfaction. Satisfaction is the customer's response to the evaluation of the perceived discrepancy between prior expectations and actual performance (Anderson & Frank, 2003), with expectations seen as predictions about what will probably occur in the future (Parasuraman, Zeithaml, & Berry, 1985).

## 2.2 Service

A service is a complicated phenomenon. The word has many meanings, ranging from personal service to service as a product or offering. This term can be even broader in scope. A machine, or almost any physical product, can be turned into a service to a customer if the seller makes efforts to tailor the solution to meet the most detailed demands of that customer. A machine is still a physical good, of course, but the way of treating the customer with an appropriately designed machine is a service (Minges & Gray, 2002).

According to Buttle (1996), he defines a service as "a process or performance rather than a thing" and Parasuraman, a, and Valarie A. Zeithaml, (1999), it is not certain that these definitions capture the essence of services or that they form a fruitful basis for managing services and creating value through their provision and other definitions emphasize that services are deeds, processes and performances and not physical objects with embedded qualities in the product features.

## 2.3 Quality

Quality as conformance to specifications. "Technical qualities" is what is delivered while "functional quality" is how it is delivered (Asubonteng, McCleary, & Swan, 1996). For example, the appearance and behaviour of a restaurant waiter – is critical to perceptions of service quality. Process quality is judged by the customer during the service. Output quality is judged by the customer after the service is performed – as an example, the barber's conversation and apparent skill during the haircut involve process quality; the appearance of the hair after the haircut involves output quality.

## 2.4 Service Quality

Service quality is an important antecedent of customer assessment of value. Value assessments in turn have been found to influence customer satisfaction and motivate behavioural intentions (Jain & Gupta, 2004). Notable examples of behaviors motivated by a favourable service quality assessments are repurchase intentions, loyalty and word of mouth. Recent research also suggests that the casual order of this means-end value chain (i.e. service quality-satisfaction-behavioural intentions) is robust across national borders and as such has utility for international marketers (Kung, Monroe, & Cox, 2002).

### 2.4.1 Dimensions of Service Quality

According to Parasuraman et al., (1985), they identified five principal dimensions that customers use to judge service quality which are listed in order to declining relative importance to customers.

#### i. **Reliability**

The ability to perform the promised service both dependably and accurately. Reliable service performance is customer expectation and means that the service is accomplished on time, in the same manner and without errors every time.

- ii. **Responsiveness**  
The willingness to help customers and to provide prompt service. Keeping customers waiting, particularly for no apparent reason, creates unnecessary negative perceptions of quality. If a service failure occurs, the ability to recover quickly and with professionalism can create very positive perceptions of quality.
- iii. **Assurance**  
The knowledge and courtesy of employees as well as their ability to convey trust and confidence. The assurance dimension includes the following features; competence to perform the service, politeness and respect for the customer, effective communication with the customer, and the general attitude that the server has the customer's best interest at heart.
- iv. **Empathy**  
The provision of caring, individualized attention to customers. Empathy includes the following features; approachability sensitivity and effort to understand the customer's needs.
- v. **Tangibles**  
The appearance of physical facilities, equipment, personnel and communication materials. The condition of the physical surroundings (e.g., cleanliness) is tangible evidence of the care and attention to detail that are exhibited by the service provider. This assessment dimension also can extend to the conduct of other customers in the service (e.g., a noisy guest in the next room at a hotel).

Customers use these five dimensions to form their judgements of service quality, which are based on a comparison between expected and perceived service.

## 2.5 Customer Satisfaction

Customer satisfaction can be defined as a "customer's response to the evaluation of the perceived discrepancy between prior expectation and the actual performance of the product as perceived after its consumption" (Zhou, Yim, & Tse, 2005). Satisfaction is a person's feelings of pleasure or dissatisfaction resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. If the performance falls short of expectations the customer is dissatisfied, if the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

Customer satisfaction is additionally said to be an indicator or other critical measures of business performance such as market share, profit and growth (Cronin, Brady, Hult, & Tomas, 2000). Besides, customer satisfaction is the degree to which a customer is satisfied with overall store services as measured by staff availability, friendliness, presentation of goods, cleanliness, quality of goods, richness of choice, waiting time for checkout, payment methods, price labelling, special offers and sales, shopping hours, prices and shelf/rack layout (Jain & Gupta, 2004).

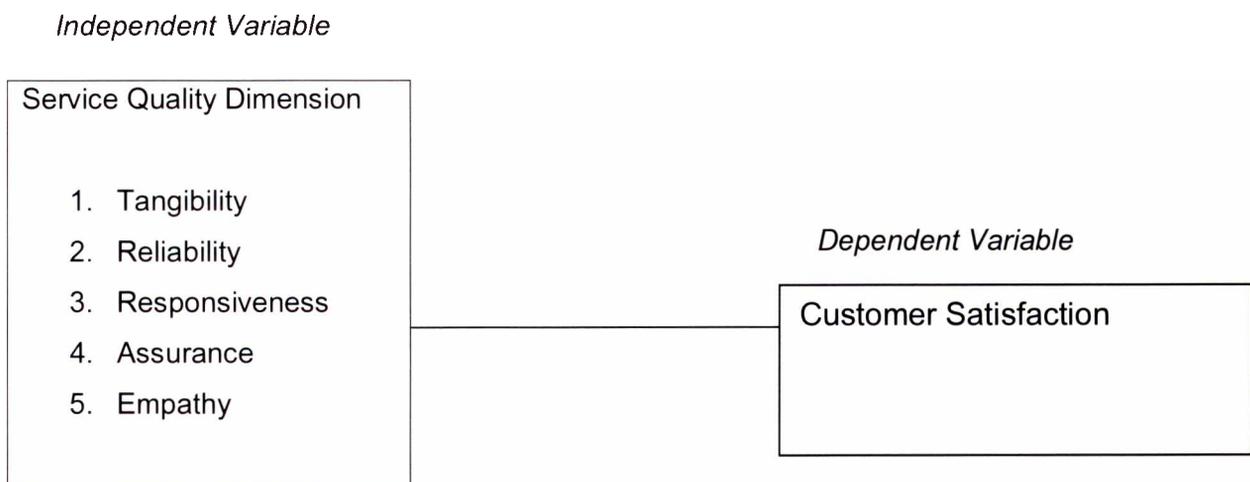
Customer satisfaction is viewed as the overall assessment of the service provider while future intentions are the stated likelihood of returning to the service provider (Oviatt, 1993).

## 2.6 Customer Loyalty

Customer loyalty is defined as a customer's attitude to the service (Anderson & Frank, 2003). It is formed by a customer's cumulative experience with the service over time, not by a specific service encounter. It is widely accepted that customer loyalty has a strong relationship with customer satisfaction, and that is an antecedent of financial outcome (Barati, 2014)

## 2.7 Conceptual Framework

Figure 1: Conceptual Framework



“A Conceptual Framework of Service Quality at Customs Department”

Sources: Parasuraman SERVQUAL management framework: adopted by Parasuraman et al. (1985)

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Population and Sample

To achieve the research objective, this study targeted TM customers around KL. In order to grasp as many samples as possible and also get many response from respondent as possible, it is decided that data will get through TM Point KL. Convenience sampling will be used in this research because the respondents are selected based on the convenience of the researcher. 200 respondents will be selected because average customers that come to the TM KL are 20 person per day and the TM KL opens days a week. Besides that, the questionnaires will be distributed in the period of 8 weeks.

#### 3.2 Sampling Technique

Sample refers to a part of a section of population that is selected for the study. Moreover, the sampling frame displays a list of units in the population that is collected by the researcher which is required for sampling. In this research, customer's experience can be observed and the type of sampling technique can be used is non-probability sampling such as simple random sampling, systematic sampling, stratified sampling, convenience sampling and cluster sampling. So in this research, sampling convenience technique is being used. This is because the research wants to ensure that there is no bias and picky on the sample. The research also want to secure all units in the sampling frame have an equal and fair chance of being selected.

#### 3.3 Data Collection and Instrumentation

##### 3.3.1 Instrumentation

In order to complete this research, the data or information is gathered through two method which primary and secondary data. Primary data can be either qualitative or quantitative in nature in order to address the problem at hand. The data obtained through questionnaires.

The questionnaires will be divided into three major part with total of twenty-four questions. Part A is designed using nominal scale focuses on the demographic of the customers that uses TM KL customer service such as what are their income level and age. Eighteen questions will be asked in part B asking the customers about the 5 dimensions of the service quality which are tangible, reliability, responsive, assurance and empathy. Part C is the last part in this questionnaire and this part focusing on the respondent's satisfaction towards the TM KL's customer service.

Secondary data is the data have already been collected for purpose other than data than problem at hand (Hale, Sekaran, & Sen, 1994). The secondary data will be collected through journals, textbooks, newspapers and articles published in the internet.

For this study, primary research and secondary research will be used. Moreover, the descriptive research method will be utilized. In this method, it is possible that the study would be cheap and quick. Thus, this study will use descriptive approach. This descriptive type of research utilizes observations in the study. Descriptive method of research is to gather information about the present existing condition.

Apparently, secondary data are based from the recent literatures related to satisfaction towards internet services and what factors that made them to choose certain provider. The data also will be search from books, journals and periodicals because it provide many information. Other sources also will be searched from media sources because information on broad range of subject is available from broadcast and printed media. Last but not least, in order to design the questionnaire, the study use information and data collected from various primary and secondary sources.

### **3.3.2 Data collection**

The data were collected using questionnaires and the 200 respondents were selected to answer the questionnaires. The respondents were the customers that come to TM Point to with various purposes. The respondents were selected using convenience sampling so whoever that came when the research was held, they were given the questionnaires.

### **3.3.3 Data analysis**

All questionnaires collected will be gathered and the researcher will process the data, then it will be edited, reviewed and analysed by researchers in order to confirm and make sure all relevant information are fully answered by respondents. The data will then have to be keyed in using Statistical Package of Social Science (SPSS) version 20.0 to analyse the data.

The results are presented in the form of reliability analysis, descriptive statistic and multiple regression, which explain the frequency analysis of the respondent's satisfaction from the multiple-choice question from the 6 Likert scale type questions. (1 = strongly dissatisfied, 2 = dissatisfied, 3 = Neutral, 4 = satisfied, 5 = very satisfied, 6 = not applicable). Apart from that, for the respondent's experience, the tool that will be used for data analysis is a 5 Point Likert Scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree)

## CHAPTER 4 FINDINGS ANALYSIS

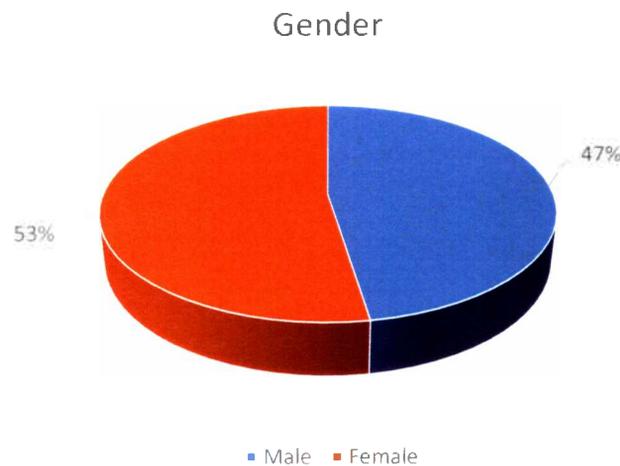
### 4.1 Introduction

This chapter will be described further about the methodology and design of this research which also involves the process of gathering and analysing data in order to gain the significant results. In addition, it also elaborates the research population, data collection, sampling, data analysis and interpretation from the collected data.

### 4.2 Demographic Analysis

Demographic analysis explains about part A which is demographic. The table below shows the summary results from the findings in demographic.

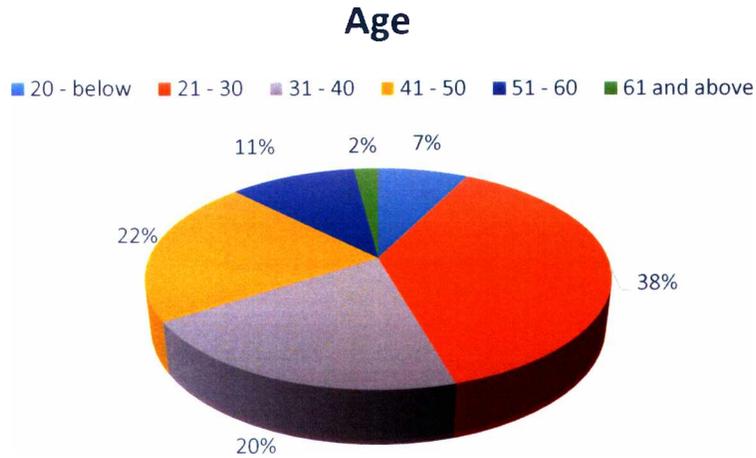
#### 4.2.1 Gender



GENDER	Frequency	Percentage (%)
Male	95	47.5
Female	105	52.5

The following data show the frequency distribution of respondents based on gender with the female respondents having the most percentage of 52.5 percent (equivalent to 105 female respondents out of 200 respondents). The male respondents on the other hand consist of 30 percent; that is equal to 53% male respondents (refer figure 4.2.1)

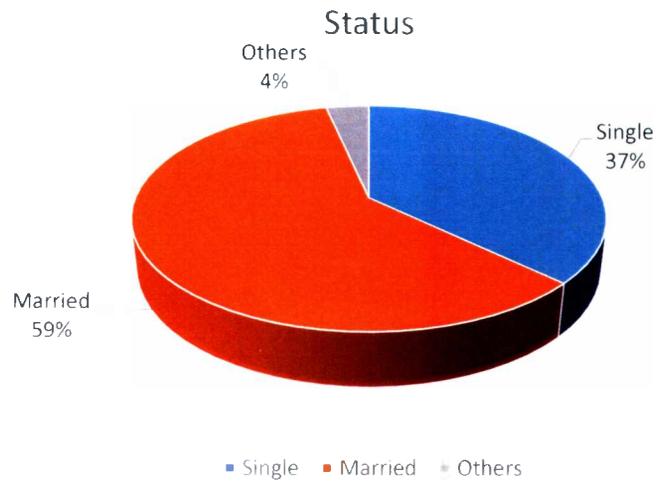
#### 4.2.2 Age



AGE	Frequency	Percentage (%)
20 – below	15	7.5
21 – 30	76	38
31 – 40	41	20.5
41 – 50	43	21.5
51 – 60	21	10.5
61 – above	4	2.0

Among 200 respondents, 38 percent of them are respondents between the ages of 21 to 30 years old which has the highest percentage among all. It is pursued by respondents between the ages of 41 to 50 years old which makes up to 21.5 percent, while the lowest is 61 years old and above which is only 2 percent.

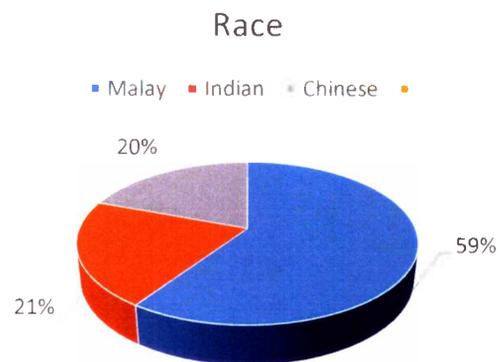
### 4.2.3 Marital Status



MARITAL STATUS	Frequency	Percentage (%)
Single	74	37
Married	119	59.5
Others	7	3.5

59.5 percent of TM KL visitors are married (equivalent to 119 respondents out of the total respondents) and the lowest is Others which contributes only 3.5 percent from 100 percent of respondents.

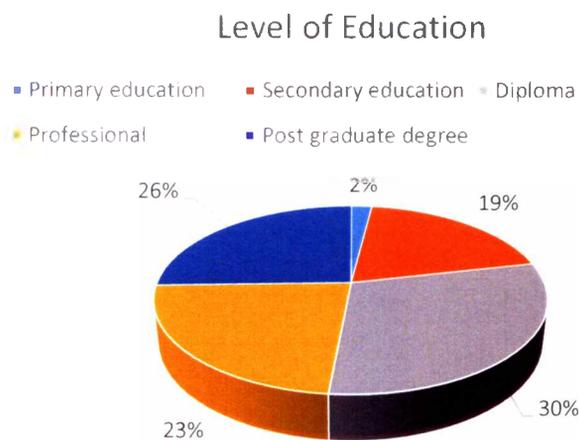
Figure 4.2.4 Races



RACE	Frequency	Percentage (%)
Malay	119	59.5
Indian	42	21
Chinese	39	19.5

Based on the frequency distribution of respondents' race category, it was found that 119 respondents are Malay which makes up to 59.5 percent. The second highest is Indian, 42 respondents (21percent) and the lowest is Chinese, 39 respondents and contributes only 19.5 percent

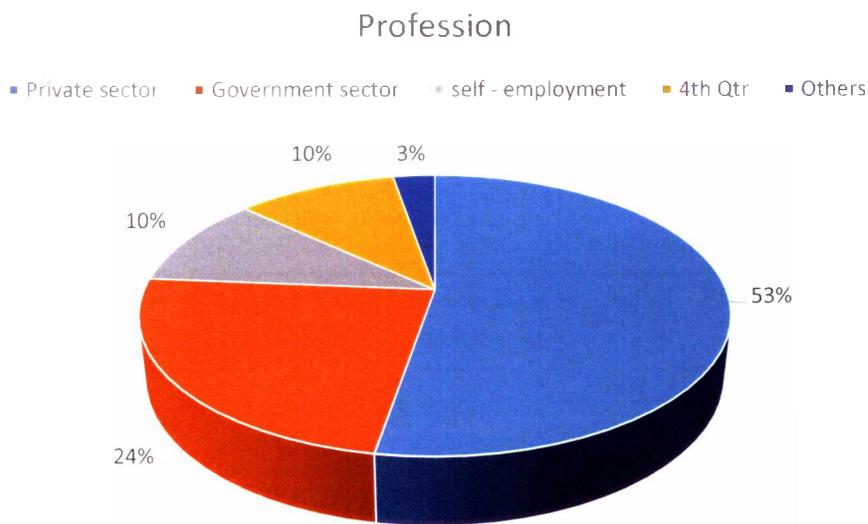
#### 4.2.5 Level of education



LEVEL OF EDUCATION	Frequency	Percentage (%)
Primary education	4	2
Secondary education	39	19.5
Diploma	60	30
Professional	46	23
Post graduate degree	51	25.5

Based on the table 4.2.5 above, we can conclude that Diploma level has the highest percentage with 30 percent (60 respondents). While the second highest is post graduate degree which contributes to 25.5 percent (51 respondents) and the lowest is primary education level which is only 2 percent (4 respondents)

#### 4.2.6 Profession

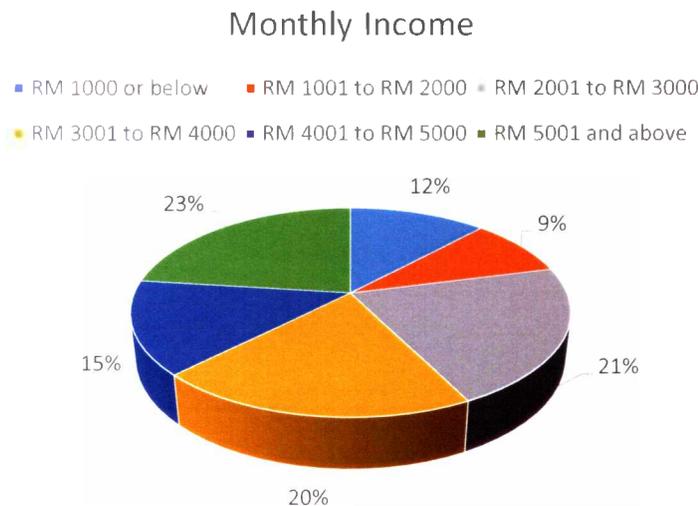


PROFESSION	Frequency	Percentage (%)
Private sector	116	58
Government sector	52	26
Self – employment	23	11.5
Unemployment	3	1.5
Others	6	3

In profession, the private sector has the highest percentage which is 58% (118 respondents out of 200 respondents) and the second highest is the government sector which makes up to 26 percent (52 respondents out of 200 respondents). Other than that the second lowest is self – employed contributing to 11.5 percent and there are also 3 percent of unemployed respondents while the lowest is others which is only 3 percent (6 respondents out of 200 respondents)

#### 4.2.7 Monthly income

##### Pie chart of monthly income

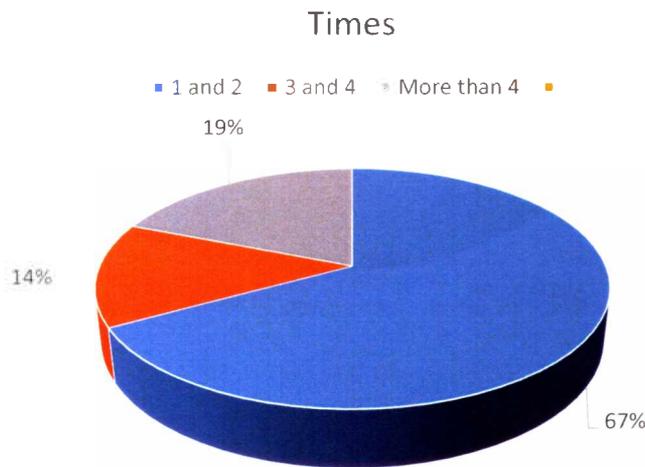


Monthly Income	Frequency	Percentage (%)
RM 1000 or below	24	12
RM 1001 to RM 2000	18	9
RM 2001 to RM 3000	43	21.5
RM 3001 to RM 4000	40	20
RM 4001 to RM 5000	29	14.5
RM 5001 and above	46	23

Table 4.2.7 above shows that customers who have income between RM 5001 and above have the highest percentage which makes up to 23 percent ( 46 respondents out of 200 respondents) and the second highest level of income is between RM 2001 to RM 3000 which contributes to 21.5 percent ( 43 respondents out of 200 respondents). It is followed close by the income level between RM 3001 to RM 4000 which is 20 percent ( 40

respondents out of 200 respondents) and the lowest is the income level between RM 1001 to RM 2000 (18 respondents out of 200 respondents).

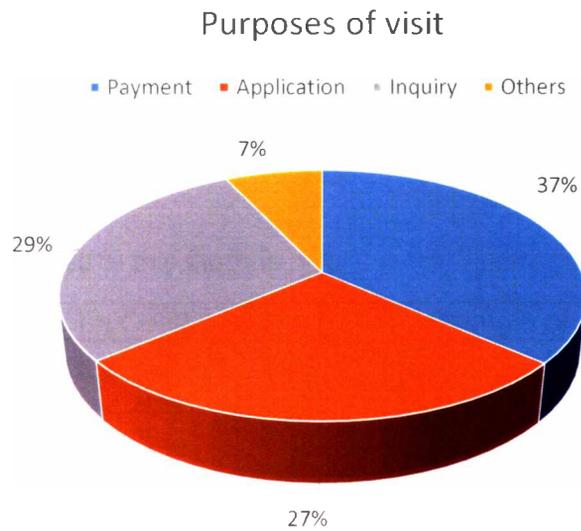
#### 4.2.8 How many times the customers come to the TM KL customer service



How Many Times	Frequency	Percentage (%)
1 – 2 times	134	67
3 – 4 times	28	14
More than 4 times	38	19

Table above tells us that most of the customers come to TM KL customer service for 1 to 2 times is 67% percent which consists of 134 respondents. Customers who come to 3 – 4 times are 38 respondents which makes up to 38 percent while the lowest are customers who come more than 4 times, have 28 respondents and makes up to 14 percent.

#### 4.2.9 Purposes of visit



Purpose of Visit	Frequency	Percentage (%)
Payment	85	35.8
Application	41	26.9
Inquiry	60	28.4
Others	14	7.0

Most of the customers who come to the TM KL customer service are mostly come to make a payment for the services that they use. They consist of 85 respondents and contribute to 35.8 percent. Other than that, the second highest are customers who come to inquire about the services that TM provides which makes up to 28.4 percent (60 respondents in the total of 200 respondents). The second lowest are customers that want to make an application, 26.9 percent consisting 41 respondents while the lowest is customers who want to do other things at TM KL customer service.

### 4.3. Reliably Test

The reliability and validity of the findings will be tested by using Cronbach's Alpha. Cronbach's Alpha is a coefficient that determine how will each item in a set are correlated with one another. Cronbach's Alpha reliability coefficient normally ranged between 0 and 1. Based on the table 1, the closer the Cronbach's alpha coefficient to 1, the greater the internal consistency of the item in the scale.

The measurement used in this study is:

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 < 0.7	Moderate
0.7 < 0.8	Good
0.8 < 0.9	Very Good
0.9 >	Excellent

**Table 4.3**

Construct	No. of Items	Cronbach's Alpha
Tangible	4	0.893
Reliability	4	0.937
Responsiveness	3	0.900
Assurance	4	0.935
Empathy	3	0.919
Overall Service Quality	18	0.977
Customers' Satisfaction	3	0.905

**Table 4.4: Reliability Coefficients of the Construct**

On the reliability test computations, if the alpha is < 0.7, the reliability is good and they are reliable according to Parasuraman, 2003. From the table above, it shows that the Cronbach's Alpha score on tangible, reliability, responsiveness, assurance, empathy and customers' satisfaction are < 0.7. Therefore, this shows that this research's Cronbach's Alpha are very reliable and they are qualified to be presenting all of the dimensions in Section B in the questionnaire. Thus, the entire item of tangible, reliability, responsiveness, assurance, empathy and customers' satisfaction are extremely reliable.

## Regression

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1467.536	5	293.507	253.763	.000 <sup>b</sup>
	Residual	224.384	194	1.157		
	Total	1691.920	199			

The table above states that the P value is 0000. The overall model is significant because the P value is less than 0.05.

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Std Coefficient	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	.192	.342		.562	.575					
	tangible dimension	.100	.035	.136	2.880	.004	.772	.202	.075	.305	3.276
	reliability dimension	.027	.047	-.035	-.575	.566	.822	-.041	-.015	.184	5.427
	responsive dimension	.148	.082	.145	1.811	.072	.891	.129	.047	.107	9.341
	assurance dimension	.195	.061	.256	3.205	.002	.901	.224	.084	.107	9.351
	empathy dimension	.484	.089	.470	5.449	.000	.917	.364	.142	.092	10.882

From the table above, the researcher can safely say that all independent variables are significant to the study. This is because the significant value for independent variables are below 0.05.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.931 <sup>a</sup>	.867	.864	1.07546	.867	253.763	5	194	.000	1.664

The R square stated on the table above is 0.864 which is also can be stated as 86.4%. This means that 86.4% of the independent affect the dependent and the other 13.6% is affected by other factors such as customers' emotion and weather.

#### 4.5 TO ASSESS THE CUSTOMERS' PERCEPTION OF THE QUALITY OF SERVICES PROVIDED BY THE ADMINISTRATIVE STAFF OF THE TM KL CUSTOMER SERVICE DEPARTMENT.

To answer research question below, the data were collected and analysed using SPSS.

No.	Items	Mean	Std. Deviation
1	Have attractive appearance	3.640	1.310
2	Physical layout allows to interact comfortably	3.655	1.119
3	Location is convenient	3.900	1.098
4	The atmosphere gives good impression	3.845	1.027
	Average	3.700	

Table 4.5.1 Customers' perception towards tangible dimension

Tangible was the most important dimension of service quality based on the respondents answer. Table 4.5.1 shows that the highest mean is 3.9 for item No. 1. Most of the customers most likely to agree with the statement and it proves that the location of TM KL is strategic and convenient to all. In the meantime, item No. 1 has the lowest mean, 3.64. This means that TM KL customer service department may not have an attractive appearances. The other two items have the means of 3.655 and 3.845 respectively are considered good. The average mean calculated is 3.7 which tells us that the customers were agree nor disagree to the questions about TM appearance and location.

No.	Items	Mean	Std. Deviation
1	Provide the services at the time it promised to do so	3.8150	1.1651
2	Provides accurate information	3.7950	1.0189
3	Keeps it records accurately	3.7800	1.0522
4	Services are dependable and reliable	3.9200	0.9098
	Average	3.8275	

Table 4.5.2 Customers' perception towards reliability dimension

Based on the table above, it shows that all of the four items are similar in mean values because there are very little difference between each of them, which tell us that most of the customers are agree that the TM KL customer service department are reliable. The highest mean is item No. 4. This means that the TM KL customer service is taking serious about their services. The lowest is item No. 3, only 3.7800, but still can be considered high. We can conclude that all the customers that visit the department are satisfied with the services provided for them. The average mean is counted is 3.8275 which means that the customers were feeling neither agree nor disagree towards the questions about the reliability dimension of TM KL customer service department.

No.	Items	Mean	Std. Deviation
1	Willing to help and responsive	3.935	1.5213
2	Provide prompt service to me	3.985	1.0148
3	Has technological capability and innovative	4.175	0.95337
	Average	3.986	

Table 4.5.3 Customers' perception on responsive dimension

Table 4.5.3 states that the highest mean is item No. 3 with the mean of 4.175 followed by the item No. 2 which is has the second highest mean of 3.985. Furthermore, item No 1 has the lowest value of mean, 3.935 and the mean average is 3.986 which is close to 4. This shows that the customers were feeling natural towards TM KL customer service's responsiveness in treating their customers.

No.	Items	Mean	Std. Deviation
1	Able to instil confidence	4.000	1.0609
2	Pleasing, courteous and friendly	3.915	1.0787
3	Have the knowledge and competency in answering specific queries	4.015	1.0865
4	Promote ethical conduct	4.040	0.9502
	Average	3.992	

Table 4.5.4 Customers' perception on assurance dimension

As stated in Table 4.5.4, we can see that most of the items have similar number of mean. This means that most of the customers are neutral with their decision. The highest mean is item No. 4 with mean of 4.040, second highest is item No. 3 with the mean of 4.015. It is followed by item No. 1 with the mean of 4.000 and item No. 2 has the lowest mean value,

3.915. The result of the average is 3.986 which is near to 4 and that does tell us that the customers felt natural towards the TM KL's assurance dimension.

No.	Items	Mean	Std. Deviation
1	Provides caring and gives individual attention	3.990	1.0369
2	Convenient operating hours	3.910	1.0665
3	Understands customers' specific needs	4.070	0.9484
	Average	3.997	

Table 4.5.5 Customers' perception on empathy dimension

The findings on the Table 4.5.5 indicates the mean are not hugely different between each other and they are near to 4. This proves that most of the customers feel natural towards TM KL customer service and most of them did not have bad moments with it. As we can see, the lowest mean is obtained by item No. 2 which is 3.910 followed by item No. 1 with the mean of 3.990 and the lowest mean is item No 3 with 4.070. The calculated average mean is 3.99 and when it is rounded off it will become 4. The number means that the customers that come to the TM KL customer service felt natural towards the empathy dimension when they are treated in the department.

#### 4.4 TO IDENTIFY THE STUDENT SATISFACTION TOWARDS THE OVERALL SERVICE QUALITY PROVIDED

No.	Items	Mean	Std. Deviation
1	Satisfied with the services provided	3.9200	1.1358
2	Meet the customers' expectation	3.9850	1.0344
3	Overall quality of services are excellent	4.0750	1.0072
	Average	3.9933	

Table 4.4.1 Customers' overall satisfaction

Table 4.4.1 shows that there are three items that are used to determine the customers' satisfaction towards TM KL customer service. After the research was done, the researcher found that all of the items have similar amount of mean which is near to 4. From this result, the researcher can confidently assume that most of the customers had natural feelings towards TM KL customer service and they had good experience with the services that the TM KL serve to them. This proves that TM KL customer service department manage to treat their customers well and give them good information to most of the customers' inquiries.

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.0 INTRODUCTION

Chapter 5 presents the discussion of the research results and it is designed into two parts. The first section discusses on the endings, it contains the findings collected and which can be utilized to contribute towards understanding the need, or lack of it, or service quality in TM KL customer service department. For the second section discusses on the recommendations. It includes the recommendations for upcoming research and finally for gaining better understanding of the nature of the study.

#### 5.1 CONCLUSIONS

This study demonstrates the practicality of measuring the customers' perception of the quality of services provided by TM KL customer service staffs and to identify the customers' satisfaction towards the services provided. According on the analysis in Chapter 4, we can conclude that:-

The first objective had been reached where the result shown that the customers' perception on the quality of services provided by the TM KL customer service staff. The questionnaires asked about the five-service quality (tangibility, responsiveness, reliability, assurance and empathy) with customers' satisfaction. In the study, the empathy average mean is at the top with the average mean of 3.997 but responsive and assurance dimensions average mean are very close too with the value of 3.986 and 3.992 respectively. The lowest average mean is tangible dimension which only 3.700 while the second lowest average mean is reliability dimension amounted to 3.827.

From the results, it is clear that service quality important toward customers' satisfaction. Thus it confirms what other writings try to suggest here, which is by improving service quality, it may potentially increase the customers' satisfaction.

#### 5.2 RECOMMENDATIONS

Although there were challenges and limitations being met during the early phase of this research project, the literature review about the project and early findings to grow the project has been done well. More specifically, the following implications are suggested to the TM KL Customer Service Department.

##### 5.2.1 The TM KL customer service staffs and office appearances

It is crucial for the staffs who work in serving the customers to wear a sharp and appropriate clothes because the staffs will be seeing a lot of kind people that will judge the company by their staffs. If the staffs were dressed sharply and nicely, it will give good impressions towards the customers that come to the department thus making the customers more confident in using the services provided by the company. The office layout is also should not be left

out since good atmosphere in the department will affect the mood and feelings of the staffs and also the customers. If the layout are well designed and the infrastructure are well equipped, the work will done smoothly and it will create peace of mind towards the staffs and the customers.

#### 5.2.2 The staff of TM KL Customer Service ability to perform the services correctly and accurately.

For reliability dimension, the staffs need to be more reliable to the customers that come to the department are mostly the one that need answers. The staffs need to treat with kindness and the answers given should be accurate and acceptable. All of these actions will be judged by the customers so the staffs also need to keep their attitude good.

#### 5.2.3 The staffs of TM KL Customer Service Department Must Instil Confidence and Consistently Courteous.

It can recommended that the management should send their staffs to seminar or workshop to sharpen their staffs' skills in handling the customers. The workshop or seminar should teach the staffs to instil confidence in the mind of the customers. The staff soft skill is important as it will create trust and assurance towards the customers thus the customers will believe that they are in good hands.

#### 5.2.4 Personal and Individual Attention

The management should make sure that the staff render customers personal attention and should understand what the customers' needs specifically while preventing from interfering with the customers' personal matter because customers' privacy should be respected. Therefore, the management needs to tell the staffs to put more effort to win the customers' heart and solve their problems seriously.

### 5.3 IMPLICATIONS OF STUDY

Research into service quality has developed significantly over years, yet slight has been done in structure up models linking service factor directly to overall customers' satisfaction. This paper contributes to the service management writings by modelling the satisfaction, actions of customers' satisfaction towards service quality dimensions using SERVQUAL approach. Service managers have to know which elements have the biggest impact on customers' satisfaction and then make developments along these dimensions to obtain the best return on their improvement efforts.

The finding of this study has a significantly relevant and great importance to practitioners. Academically, this study has provided evidence of service quality dimensions positively influences customers' satisfaction. Practically, this study has provided recommendations to implement what may improve service quality for the TM KL customer service department.

Implication in the managerial part also existed, this research provides operational information to handle. The result showed that based on customers' perspective the empathy dimension has a strong impact on customers' satisfaction such as the staffs are very understanding and caring towards the customers.

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