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**EMPLOYEE SATISFACTION IN TM CALL CENTRE :
CASE STUDY FROM THE TM CALL CENTRE EMPLOYEES IN
KUCHING**

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ABSTRACT

EMPLOYEE SATISFACTION IN TM CALL CENTRE : CASE STUDY FROM THE TM CALL CENTRE EMPLOYEES IN KUCHING

Currently, call centre have been aggressively find strategies to enhance the quality of service as a way to satisfy their employee and compete to be the best among others. This study tries to identify factors that influence employees' satisfaction towards the organization since it is one of the most important in the Call Centre Kuching. Three variables will be investigate which are are factors, levels and strategies. A survey was carried out for the study and it involved all the employees in TM Call Centre in Kuching. A total of 140 questionnaires were collected and data was analyzed using SPSS version 16.0. Finding shows that majority are from Fault Department. This research findings has indicate that almost half of the employees are satisfy with the service offer by TM Call Centre.

CHAPTER 1

INTRODUCTION

1.0 Introduction

Today, the most important factor affecting the performance of companies is the level of employee satisfaction with the company. In that sense, gauging the level of employee satisfaction has become of an exceptional importance. Employee satisfaction is one of the most important parameters of productivity. Therefore this study will try to seek factors that influence employees' satisfaction towards management in TM calls centre kuching so that necessary action can be taken to enhance competitiveness.

CHAPTER 2

LITERATURE REVIEW

2.0 Literature Review

This chapter review on the employee satisfaction and staff call centre as employee of good facilities services. The theoretical development model for an employees' satisfaction and SERQUAL as tool a tool to measure service quality will be discussed including its theoretical framework.

2.1 Definition Employee

A person who is hired to provide services to a company is a regular basis in exchange or compensation and who does not provide these services as part of an independent business.

CHAPTER 3

METHODOLOGY OF THE STUDY

3.1 Introduction

This chapter will explain about research design, target population and sample, data collection and data analysis for analysis of data for the study. Survey will be used as a tool to collect data from Telekom Call Center's staff and will be analyzed by four data analysis measure.

3.2 Research design

This study is descriptive under quantitative approach not qualitative approach. Survey is under quantitative approach and defined as a method of data collection based on questionnaire or interview with a representative sample of individuals (Zikmund, 2003). The self-administered questionnaire that is filled in by the respondent (Zikmund, 2003) is chosen in this study to collect primary data. A few techniques can be used in this type of questionnaire such as mail, fax, email, internet and face to face technique.