



**CUSTOMERS' SATISFACTION TOWARD  
SESB PREPAID METER SYSTEM**

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## ABSTRACT

The study on customers' satisfaction toward SESB prepaid meter system was conducted with the purposes to evaluate customers' satisfaction toward the prepaid meter system, to identify the difficulties customers faced in using the new prepaid meter system and to get suggestions or recommendations from the customers to improve the new prepaid meter system. In general, the purpose of the study is to get insights of how the public feels with the new prepaid meter system and to evaluate their level of acceptance with this new prepaid meter system.

Through the study, it showed that majority of the respondents felt satisfied with the prepaid meter system. However, this did not mean that the prepaid meter system was free from any difficulties. Most of the users of this new prepaid meter system faced difficulties at least once since they started using it. Besides difficulties with the meter itself, respondents also faced difficulties to reload their account since they could only do so at either SESB Headquarters, which is quite far and hard for them to get a parking space or Melawa Power Station, which experienced constant breakdown. Due to these problems, most of the respondents suggested that SESB should open more reload outlets for the customers' convenience.