



**THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION
TOWARDS TELECOMMUNICATION COMPANY**

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ABSTRACT

Due to aggressive competition for customer retention in the business environment, many business organizations have started using various marketing strategies to achieve their objectives. Success of any organization depends on its customers and many organizations attempt to establish high service quality to attract customer to loyal with their services. The overall objective of the study was to determine level of service quality dimension and customer satisfaction of telecommunication company, to determine the relationship between dimension of service quality and customer satisfaction of telecommunication company and to determine the most influential dimension of service quality towards customer satisfaction of telecommunication company. Non-probability sampling technique which is convenience sampling was used in this study and structured questionnaire were used and distributed to the 100 respondents in Desa Pandan, Kuala Lumpur. Results from data analysis were based on SPSS version 20. The quantitative type of data was used for the purpose of the study. This research thus proposes five elements of service quality which are the independent variables (tangible, empathy, assurance, reliability and responsiveness) and investigates their relationships and impact on service quality on customer satisfaction toward telecommunication company. The result shows that all these variables have positive relationships with assurance, reliability and responsiveness has the strongest impact on customer satisfaction.