

CUSTOMERS SERVICES
AT TENAGA NASIONAL BERHAD

ADVANCED DIPLOMA IN BUSINESS STUDIES
(MARKETING)
MARA INSTITUT OF TECHNOLOGY
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ADBS (M) IV
NOV. 1991

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Acknowledgement.

I would to express my greatest appreciation to Puan Aini Abdullah, ITM lueturer as well as my the project advisor, for her continous guidance, advice, contribution and critism from the early untill the completion of the project. My special thanks also goes to Puan Wan Rakian Bt. Hj. Wan Yaacob, Manager (Customer Relation), En. Wahizan Abd. Rahman, Executive (Tariff), En. Abd. Aziz Majid, Ass. Manager and all staff of Customer Service Department for their help and information.

I also like to express my special thanks to all friends for their help to distribute questionnaires and to share some ideas.

Lastly, my appreciation goes to all my respondents who spend their time and honestly answered the qoustionnaires.

Executive Summary

The objective of this study is to reveal the extent of the consumers dissatisfaction towards customer services at Tenaga Nasional. The study is important because recently a lot of complaints were made on the weaknesses of Tenaga Nasional. Some of these complaints were published in the newspapers. Bad publicity has tarnished the image of Tenaga Nasional.

To obtain the overall public view, a number of 150 respondents in Kuala Lumpur and Petaling Jaya were interviewed. Respondents are categorised into two categories, that is domestic and commercial/industrial. The selection of samples are based on quota sampling and simple random.

The findings revealed that some weaknesses in customer services still exist. Regular interruption of supply is the most prevailing problem followed by longer duration to restore the supply and the problem of accrued amount shown in current bill for bills that have already been settled. One of the problem that may tarnish Tenaga Nasional's image is the low morality or misbehaviour of some of the breakdown staff. There have been cases where money had been solicited from consumers for services rendered.

Apart from that, it also found some weaknesses in entertaining customer complaints. The weakness is due to poor communication skills and lack of knowledge on working

1. Tenaga Nasional Berhad (TNB)

1.1 History

The history of electricity supply in Peninsular Malaysia began in 1894 when Mr. Loke Yew and Mr. Thamboosamy Pillai used an electric generator to pump water in the tine mine in Rawang, Selangor. The year 1900s onward showed the development of public electricity. Many places/states in Malaya got their supply from private operators.

On September 1, 1949, The Electricity Ordinance No. 30 of 1949 was enforced and the whole public electricity undertaking, hitherto owned by the government, was now vested with Central Electricity Board of the Federation of Malaya (CEB).

On June 22, 1965 the Central Electricity Board of the Federation of Malaya was renamed National Electricity Board of the States of Malaya (NEB). The year 1987 NEB showed the seed of the privatisation, with the signing of an agreement between NEB and Bumiputera Merchant Bankers Berhad for a feasibility study.

September 1, 1990 marks the day that the vision becomes reality. On this date the era of National Electricity Board was closed, and the new name for the organisation is