

UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI



INTERNAL CUSTOMER SATISFACTION TOWARD SERVICE
QUALITY: A CASE STUDY IN HUMAN RESOURCE
DEPARTMENT TENAGA NASIONAL BERHAD MALACCA

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CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE SUPERVISOR

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Title of research report : Internal Customer Satisfaction toward Service Quality: A Case Study in Human Resources Department Tenaga Nasional Berhad Malacca

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I have reviewed the final and complete research report and approve the submission of this report for evaluation.

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Name:

THE DECLARATION

Declaration

We hereby declare that the work contained in this research proposal is original and our own except those duly indentified and recognized. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

Signed

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THE ABSTRACT

Abstract

Both public and private sectors have given much attention to the concept of customer satisfaction in the past couple of decades. While most companies have developed strategies to improved quality and external customer service, internal customer satisfaction is a much neglected component of quality improvement. Keeping internal customers satisfied and happy is the first step towards creating external customer satisfied with the product or services given. This study purposes to help Human Resource Department of TNB Malacca to know what are others departments perceptions toward their service quality. The total number of employees from 97 respondents been selected from seven departments and been given questionnaire to answer the questions based on three main aspects of serve quality which are communication, reliability and responsiveness. Data collected been analyzed by SPSS software and not surprisingly the findings bring good news to Human Resource Department of TNB Malacca. Most of the respondent generally satisfied with the service quality at Human Resource Department. Hence, this study give evidence that Human Resource Department at TNB Malacca is already good in service their internal customer.