



**ASSESSING QUALITY OF SERVICES BY USING SERVEQUAL  
IN TELECOM MALAYSIA**

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## **DECLARATION OF ORIGINAL WORK**



### **BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA “DECLARATION OF ORIGINAL WORK”**

I, MOHD NOOR BIN MOHD TARMIZI KOI, (I/C Number: 920315-01-6747)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

January 2016

The Head of Program  
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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title “ASSESSING QUALITY OF SERVICES BY USING SERVEQUAL IN TELECOM MALAYSIA” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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## **ABSTRACT**

### **ASSESSING QUALITY OF SERVICES BY USING SERVEQUAL IN TELEKOM MALAYSIA**

SERVEQUAL is one of the most important factors that a company need to take into consideration because it is important for a company to retain its customer and remain competitive in the business. Quality of service is the overall performance of service that company provides to its customer based. The purpose of this research is to identify the quality of services provided by Telekom Malaysia by using SERVEQUAL. Service quality is very importance in a sector that is becoming highly competitive. A survey of user for products and services in Telekom Malaysia was conducted to assess the quality of services provide by Telekom Malaysia. Service quality such as reliability, responsiveness, assurance, tangible, empathy. A total of 100 usable questionnaires were distribute and obtained. The finding show that the five independent variable reliability, responsiveness, assurance, tangible, empathy were important in determining and identifying the quality of services provide by Telekom Malaysia. Since the results of the research showed that quality of services is related to service quality such as reliability, responsiveness, assurance, tangible, empathy factors, therefore Telekom Malaysia need to consider these factors and provide the right services and other facilities that are essential in their quality and services.

**Key Word:** Quality of Services, SERVEQUAL

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