



اُنِيُورْسِيْتِي تِيكْنُولُوجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**A STUDY OF SERVICE RECOVERY OF CUSTOMER
COMPLAINT AT TELEKOM MALAYSIA BERHAD™
IN KOTA BHARU**

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JULY 2014



اَوْنَبُورْسِيَّتِي تِيكْبُولُوْكَي عِيَارُ
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DECLARATION OF ORIGINAL WORK

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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 extract have been distinguish by quotation marks and sources of my information have been specifically acknowledgement.

Signature: _____

Date: 17 June 2014

ACKNOWLEDGEMENT

In the name of ALLAH, the Gracious and the Merciful

Alhamdulillah, by the will of Allah, I am able to complete this thesis within the required time. I would like express my sincere gratitude for those who involve for helping me to complete this project paper. First and foremost, I would like to thank to my first advisor, Tuan Haji Ismail bin Ishak, who has supported me a lot and guide me throughout my research with his patience and knowledge. Plus, not forget to my second advisor, Prof.Madya Dr Haji Azman bin Che Omar his concern and encourages me to perform well in order to get the highest mark. I am really lucky for having both who are great advisors. One simply could not wish for the better or friendlier advisors.

Next, my family deserves special mention for their support and prayers. My parent, Ahmad Shafien Bin Abdullah and Siti Aminah Binti Mat, they sincerely raised me with their caring and gently loves. In addition, I am appreciating for their continuous support for me to finish my study with flying colours. Also to my brother and sister, thanks for being supportive and caring siblings. Plus, not forget to my friends at Universiti Teknologi Mara (UiTM) who are willing to lend a hand and help me when I am in difficulties to finish this project paper. To my respondents, my sincere appreciation for taking time and effort to participate in this research and without your participation, this research will never complete.

Finally, I would like to thank everybody who was involved for helping me to complete this study. I feel so blessed and grateful. To all those people, thank you so much.

ABSTRACT

As we know, customers are important for all the business around the world because they are the biggest contributors for the company. Thus, the companies need to provide a good service recovery in order to keep the customer loyalty. The research has been undertaken to determine the factors influencing the service recovery of customer complaint at Telekom Malaysia in Kota Bharu. The objectives of this research are to determine the dominant factor that contributes to service recovery of customer's complaint and to determine significant relationship between responsiveness, assurance and treat customers fairly with the service recovery of customer complaint. The study done by using the primary data as sources. Data were collected from 100 respondents in Kelantan who consume the Telekom's services by using questionnaires. The results show that there is some positive relationship between the measurements taken with the service recovery of customer complaint at Telekom Malaysia in Kota Bharu. The result obtained from the correlation analysis revealed that all variables, responsiveness, assurance and treat customers fairly were related with the factors that contribute towards service recovery of customer complaint. Thus, all of the factors stated are relatively important and give contribution to the dependent variable. From the result that the researchers have gained, it stated that, responsiveness and assurance have significant relationship with dependent variable, service recovery of customer complaint. Besides, treat customers fairly has no significant relationship with the service recovery of customer complaint at Telekom Malaysia in Kota Bharu. To conclude, the responsiveness and assurance appeared to provide significant result with the service recovery of customer complaint.

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