



**A STUDY OF CUSTOMER SATISFACTION USING SERVQUAL IN
THE CONTEXT OF INTERNET SERVICE TOWARDS TELEKOM
MALAYSIA**

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DECLARATION OF ORIGINAL WORK



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- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degrees or any other degrees.
- The 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 source of my information have been specifically acknowledged.

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A Study of Customer Satisfaction Using SERVQUAL in the Context of Internet Service towards Telekom Malaysia

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ABSTRACT

The purpose of this study was to determine whether tangible, reliability responsiveness, assurance and empathy that influence customer satisfaction using SERVQUAL in the context of internet service toward Telekom Malaysia. The population used in this study were customers at TM Point Sungai Petani. Sampling technique used was simple random sampling with a total sample was 380 respondents. The data collection used was questionnaires method. Frequency distribution analysis, factor analysis, descriptive analysis, reliability analysis, Pearson's correlation analysis and regression analysis was used as an analytical technique. Research results show that tangibles found to significant with customer satisfaction. While responsiveness, reliability, assurance and empathy found to be insignificant for this study. Therefore, the organization are expected to have a concern in improving reliability, responsiveness, assurance and empathy to satisfy the customer

Keywords: customer satisfaction, SERVQUAL, internet service.