

**UNIVERSITI TEKNOLOGI MARA**

**THE RELATIONSHIP BETWEEN CORPORATE  
IMAGE AND SERVICE QUALITY TOWARDS  
CUSTOMER SATISFACTION IN THE  
CELLULAR INDUSTRY:  
THE MALAYSIAN CONTEXT**

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Thesis submitted in fulfilment of the requirements  
for the degree of  
**Master of Science**

**Faculty of Business Management**


**November 2008**

## Candidate's Declaration

I declare that the work in this thesis has been carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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## **Abstract**

Following the merger and acquisition exercise in 2003, the local cellular industry is becoming more volatile, competition is getting stiffer, and the customers seem to have benefited from this development. Greater improvements on service quality are being emphasised as achieving customer satisfaction has become the primary goal of these cellular operators. A greater focus is also being placed in enhancing one's corporate image, as positive corporate image has been linked to customer satisfaction. The interest in customer satisfaction is reflected in its ability to help build up customer loyalty, enhance favourable word of mouth, lead to repeat purchases and improve the company's market share and profitability. The main purpose of this thesis is to establish the relationship between corporate image and service quality towards customer satisfaction in the Malaysian context. Based on past research works, three dimensions namely financial background, social activities and services outlets were chosen to represent corporate image. Likewise, service quality was described through five dimensions. They were responsiveness, empathy, congestion, network quality and coverage. Customer satisfaction was measured based on the overall feeling towards each dimension of both constructs. A quantitative survey was conducted to gather empirical data. A sample of 500 respondents were randomly picked and interviewed via telephone to answer the structured questionnaires. The findings revealed that there was a strong relationship between corporate image and customer satisfaction however similar outcome was not evident for service quality and customer satisfaction.

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