



اَوْنِيُوْزَسِيْتِيْ بِاَتِيَكُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
MARKETING  
FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA JOHOR, CAMPUS  
SEGAMAT, JOHOR**

**“FACTORS AFFECTING CUSTOMER SATISFACTION  
BASED ON SERVICE QUALITY DIMENSION IN THE  
ELECTRICITY SECTOR; A STUDY IN SESB KUDAT,  
SABAH.”**

**PREPARED BY:  
NUR HASANA BINTI ISMAIL  
2015149729**

**20<sup>TH</sup> DECEMBER 2018**

**DECLARATION OF ORIGINAL WORK**



UNIVERSITI TEKNOLOGI MARA

**BACHELOR OF BUSINESS ADMINISTRATION**

**HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TECHNOLOGY MARA**

**"DECLARATION OF ORIGINAL WORK"**

I, Nur Hasana Binti Ismail Binti Ismail, (i/c number: 940605125720)

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 any degree.
- 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: 20/12/2018

**LETTER OF TRANSMITTAL**

16<sup>th</sup> DECEMBER 2018  
Mardziyana Mohamad Malom  
Head of Program  
Bachelor of Business Administration  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Segamat,  
Johor Darul Takzim

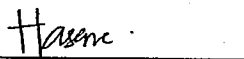
Dear Madam,

**SUBMISSION OF PROJECT PAPER**

Attached is the research report title "The Relationship Between Customer Satisfaction and Service Quality Dimension; A Study in Sabah Electricity Kudat" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



**NUR HASANA BINTI ISMAIL**

2015149729

Bachelor of Business Administration (Hons) Marketing

## TABLE OF CONTENTS

DECLARATION OF ORIGINAL WORK.....	i
ACKNOWLEDGMENT.....	iii
ABSTRACT.....	vii
CHAPTER 1.....	1
1.0 BACKGROUND OF THE STUDY.....	1
1.1 PROBLEM STATEMENT.....	2
1.2 RESEARCH OBJECTIVE.....	3
1.3 RESEARCH QUESTION.....	3
1.4 SIGNIFICANT OF THE STUDY.....	3
1.4.1 Significant to the organization.....	3
1.4.3 Significant to the customer.....	3
1.5 SCOPE AND LIMITATION OF THE STUDY.....	4
1.5.1 Scope of study.....	4
1.5.2 Limitation of the study.....	4
1.6 TERM AND DEFINITION OF THE STUDY.....	4
CHAPTER 2.....	6
LITERATURE REVIEW.....	6
2.0 INTRODUCTION.....	6
2.1 OVERVIEW.....	6
2.1.1 The electric power industry.....	6
2.1.2 Customer satisfaction.....	7
2.1.3 Tangibility.....	7
2.1.4 Reliability.....	7
2.1.5 Responsiveness.....	7
2.1.6 Assurance.....	8
2.1.7 Empathy.....	8
2.2 HYPOTHESIS.....	8
2.3 THEORITICAL FRAMEWORK.....	10
CHAPTER 3.....	11
RESEARCH METHODOLOGY.....	11
3.1 INTRODUCTION.....	11
3.2 RESEARCH DESIGN.....	11

## **ABSTRACT**

This research was conducted to find and get a better understanding of service quality level and to examine the relationship between service quality dimension and customer satisfaction. SERVQUAL model will be used to measure customer satisfaction of service provided by Sabah Electricity Sdn Bhd (SESB) Kudat. Questionnaires were sent to 100 customer who visit customer service office and attend their '*Hari Bersama Pelanggan*' events. Convenient sampling method was used to determine the sample size and 100 respondents had given their prompt feedback within the suggested time frame. Each of every research question asked will be answered and reported accordingly based on the insightful findings results. Respondents were asked to rank their interpretation of service quality dimensions and as per expected the tangibility come first. After running several analyses on the data, only one independent variable turns out to be significant in this research which is tangibility. All findings gathered in this research are very useful to the Sabah Electricity Sdn Bhd (SESB) to enhance their service quality level. Thus, they can offer better service, improve their company image and fulfil their client expectation in the near future.

**Keywords:** customer satisfaction, tangibility, reliability, responsiveness, assurance, empathy