

**A STUDY ON CUSTOMER SATISFACTION  
ON THE QUALITY OF SERVICES  
PROVIDED BY  
OUTLET BUSINESS MANAGEMENT KEMAMAN**

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## LETTER OF TRANSMITTAL

Bachelor of Business Administration (Hons) (Marketing)  
School of Business and Management  
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Terengganu

October 3, 1998

Encik Ismail Long  
School of Business and Management  
Mara Institute of Technology  
Dungun  
Terengganu

Dear Sir

Re: **INTERNSHIP THESIS**

I hereby enclosed a report entitled "A Study on Customer Satisfaction on the Quality of Services Provided by Outlet Business Management Kemaman". The report addresses a research on customers satisfaction on the services quality served by Outlet Business Management which aims to provide a better understanding of the service which is useful in upgrading the level of performance to totally satisfy the customers.

I do hope that this report will meet the requirement and the expectation of the school.

Thank you for all the guidance, support and advice you have generously rendered for the completion of this report.

Regards



.....  
Sharifah Anita Alsagoff bt Syed Ismail  
ITM ID: 96669445

## ABSTRACT

Outlet Business Management (OBM) is one of the Telekom's unit that responsible to the segment of business and consumers who are subscribing business and residential fixed lines. In running their activities daily, there have been complaints from customers describing that they did not receive good hospitality from the employees of OBM, or in other words, it did not meet customer expectation. Customers also unsatisfied with long queues and long waiting time at the counter. Unrealized, this actually made Telekom lose the profit it should gain.

Therefore, this study is run to evaluate the service quality performed by OBM. If the customers satisfied with service quality, it means that the perceptions of customers match their expectations. Whereas, dissatisfaction shows the expectation exceeds the perception and vice versa for high satisfaction.

After the survey is made, it is found that the dimensions of responsiveness, assurance, reliability, empathy and tangibility are satisfied. Only the waiting time is too long at the Collection Counter especially during the peak hours that is in the morning of every end and the beginning of the month. In spite of this, customers prefer to go other counters i.e. Jabatan Bekalan Air (JBA), Tenaga Nasional Berhad (TNB) and Pos Malaysia which are serving better service.

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