

"CUSTOMER SERVICE : THE STUDY ON THE EFFECTIVENESS
OF THE ELEKTRIK BESTARI IN KEDAI TENAGA
SHAH ALAM CENTRE IN PROVIDING ELECTRICITY
ADVISORY SERVICE (INFORMATION)
FOR RESIDENTIAL SEGMENTS"

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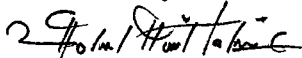
Ref: Letter of Transmittal

Referring to the above, I would like to submit my project paper as a partial requirement of my Bachelor. The project paper is entitled **“Customer Service: The Study on The Effectiveness of The Elektrik Bestari in Kedai Tenaga Shah Alam Centre In Providing Electricity Advisory Service (Information) for Residential Segments”**.

I hope that this project paper would fulfill this course of requirement and could be used for future needs.

Thank you.

Yours Truthfully,



.....
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FOTOSTAT TILAK DIBENARKAN

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First of all, I would like to praise to Allah S.W.T cause be able to finish this project paper on subject of Marketing Internship (MKT 650) on time. I also wish to send my grateful to my advisor, Encik Rafi for his support, effort and advice that he had gave for his students for class BBA 04 on this project paper. I also wish to express my sincere appreciation to my supervisor, Encik Supian Mohd Ali which also as a marketing executive in TNB Shah Alam for his willingness in giving such support, advice, effort and encouragement.

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The support from everyone is fully appreciated. May Allah bless them with health, happiness and prosperousness.

EXECUTIVE SUMMARY

This project paper is prepared as a partial fulfilment of the Bachelor of Business Administration (BBA) majoring in Marketing. Due to this purpose, I have determined the topic of my research study towards TNB Sdn. Bhd Shah Alam district that entitled “Customer Service: The Study on The Effectiveness of The Elektrik Bestari in Kedai Tenaga Shah Alam Centre In Providing Electricity Advisory Service (Information) for Residential Segments.”

The project paper will present a research of contemporary issues relating to one of the customer service offered by TNB in TNB Shah Alam district. Total number of 40 respondents that represent the TNB’s residential customers had been interviewed based on sampling method of Simple Random Sampling for Shah Alam region in order to gather the related information to this study.

Information and advisory service is one of TNB’s services that offered to the customers and Kedai Tenaga is TNB’s Service and Advisory Centre. It provides TNB customers with Customer Service and Elektrik Bestari, TNB’s first branded service that provides electricity advisory service for the home.

UNIT RUJUKAN & PERKHIDMATAN PEMBACA

TABLE OF CONTENT

	PAGE
LETTER OF TRANSMITTAL	i
ACKKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
CHAPTERS	
1. INTRODUCTION	1
1.1 Background and Scope of Study	1
1.2 Limitation	3
1.3 Objective	5
1.4 Problem Statement	6
1.5 Hypothesis	9
1.6 Significance of Study	10
2. CORPORATE PROFILES	11
2.1 Introduction	11
2.2 Company Background	12
2.3 Corporate Vision and Mission	15
2.4 Electricity	16
2.5 Elektrik Bestari and Kedai Tenaga	17
3. LITERATURE REVIEW	20
3.1 Introduction	20
3.2 Definitions of Related Topics	21
3.3 Empirical Study Towards Related Topics	25
3.4 Conclusion	32