

THESIS 9 - Trg.

MKT 650 - 24

A STUDY OF CUSTOMER SATISFICATION
IN THE SCOPE OF DOMESTIC CUSTOMER OF
TENAGA NATIONAL BERTIAD PASIR GUDANG

RUHAIDAH BTE AMARI

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS & MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY

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LETTER OF TRANSMITTAL

Student of BBA (Hons) MKT 04
Mara Institute of Technology
Terengganu Campus
23000 Dungun

October 3, 1998

Mrs Muhazita Alias
Course Tutor of BBA (Hons) Marketing
Mara Institute of Technology
23000 Dungun

Madam,

SUBMISSION OF PROJECT PAPER MKT 650

For the above matter, I would like to submit this project paper in *Title ' A Study Of Customer Satisfaction In The Scope Of Domestic Customer Of TNB Pasir Gudang "* as a partial requirement of MKT 650 subject.

I do hope that this project paper is sufficient and meet your expectation as well as course fulfillment.

Thank You

Yours faithfully



RUHAIDAH BTE AMARI
I/C ITM: 96674764

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Assalamualaikum w.b.t.

In the name of Allah Al Mighty Generous and Al Mighty Merciful

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May Allah Blessing Us with Health, Happiness and Prosperity.....

ABSTRACT

The research undertaken are focus on the satisfaction of domestic customer of Tenaga Nasional Berhad Pasir Gudang. Although Tenaga Nasional Berhad is a monopoly company in generates the electricity to the domestic customer, it is important to measure the customer satisfaction as a yardstick of their performance.

The research takes 200 respondents as a sample of 38 713 population which is 3% of total domestic customer. To measure the customer satisfaction, this research use four variables which is reliability of supply, meter reading and billing system, counter service and complaint handling. Those variables are to identify which factor customer perceive TNB as being deficient, then the research will propose some actions to overcome on the weak areas.

Here, the important results of the findings are highlighted and summarized to get a brief picture of the present perception of the customer. Others are presented more in Chapter 4.

Due to measure reliability of supply, it was found that 45% of the respondent experienced 1-2 times interruption in the past 6 months and 66% of them were satisfied with the speed of restoration taken by TNB Pasir Gudang. Most of the interruptions are due to TNB Pasir Gudang carrying out maintenance work (46%).

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