



**A STUDY ON CUSTOMER SATISFACTION TOWARDS COUNTER SERVICE QUALITY  
AT TENAGA NASIONAL BERHAD TAIPING**

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## DECLARATION OF ORIGINAL WORK



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Hereby declare that,

- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- The project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotations marks and sources of my information have been specifically acknowledged.

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## **ACKNOWLEDGEMENT**

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## **ABSTRACT**

Counter service is being considered as one of the most important research topics in the context of human research development, since it closely relates to customer satisfaction. Employee apathy lacks of knowledge and skill, inadequate service operation systems, inflated customer satisfaction and service quality are often threatened together as together as functions of customer's perceptions and expectations and research has shown that high service quality contribute significantly to profitability.

Tangible, reliability and responsiveness are three of the most important factor in analyzing the customer satisfaction towards counter service quality at Tenaga Nasional Berhad Taiping. The focus of current research is to analyse the customer satisfaction towards counter service quality at Tenaga Nasional Berhad Taiping.

Three hypotheses are developed to see the impact of all independent variables on the customer satisfaction at the counter service. These hypotheses are derived from literature review.

Result show that tangible, reliability, and responsiveness have significant and positively effect on the customer satisfaction at the counter service. Therefore, the three factors increase the customer satisfaction towards counter service quality at Tenaga Nasional Berhad Taiping.