



AN EXAMINATION ON THE CUSTOMER' COMPLAINT MEDIUM
TOWARDS CUSTOMERS' SATISFACTION AT SABAH
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ABSTRACT

This study was conducted to get a clear understanding on the relationship between complaint mediums and customer satisfaction. The study also aims to identify the most preferred complaint medium by SESB's customers. There are two types of complaint mediums elaborated in this study which are online and offline complaint mediums.

This study is a descriptive and correlation research where the respondents for this study were the general public in Kota Kinabalu area. The total respondents for this study were 130 respondents where the convenience sampling method was applied. In this study, the researcher used questionnaires to gather all data necessary and the findings were analysed using SPSS 20.0.

By using the multiple regressions, all of the variables are provide a significant which is all the independent variables such online and offline complaint medium is significant relationship with customers' satisfaction. Finally, the discussion derived from the findings suggested several recommendations.

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