



CUSTOMER SATISFACTION TOWARDS
TENAGA NASIONAL BERHAD (TNB) SERVICES IN
SERI ISKANDAR

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ABSTRACT

The purpose of this study was to determine levels of customer satisfaction at TNB Seri Iskandar. This study also attempts to help TNB Seri Iskandar to improve their services in order to satisfy their customers.

In order to obtain information, a questionnaire was used the main instrument. Other than that, information was obtained from primary and secondary data, an interview session with TNB Seri Iskandar Customer Services Manager and through observations. The questionnaire was tested for content validity by two different people in different organizations who checked for errors and ambiguity. In the context of face validity, Mr. Kammaruzaman, Customer Services Manager in TNB Seri Iskandar and Puan Zurina Mahamood, Customer and Sale Assistance at Telekom Malaysia, Butterworth was asked to answer and determine the understanding. 250 questionnaires were distributed to residents in Taman Teknologi Seri Iskandar and Taman Maju. The return rate was 92.2%.

Findings show the majority of respondents agreed that TNB Seri Iskandar met the standard as stated in their charter.

It was reported that the majority of residents in Taman Teknologi Seri Iskandar and Taman Maju complained about electricity blackout, billing and natural disaster. The researchers also developed open ended questions to determine customer satisfaction towards TNB services. It can be concluded that the majority of residents in Taman Teknologi Seri Iskandar and Taman Maju preferred to make no suggestion. This followed

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CHAPTER I

INTRODUCTION

Background of the Study

Tenaga Nasional Berhad (TNB) is the largest electricity utility in Malaysia with more than RM 67.0 billion in assets. The company is listed on the main board of Bursa Malaysia and employs approximately 28,000 people to serve a customer base of over seven million in Peninsular Malaysia and Sabah. TNB plays an integral role in the national, economic, and social prosperity of the country by providing reliable and efficient services.

Recently, TNB is now facing new problem based on their businesses. In giving these services, the problem of entertaining customers needs arise. People develop expectations of services that may not always match with what they receive, resulting in customer dissatisfaction and potential complaints. While customer complaints are clearly expressions of dissatisfaction, at the same time, they present an opportunity for management to respond in such a way that dissatisfaction is reduced and repeat business is encouraged (Celuch and D'Onofrio, 1993; Fornell and Westbrook, 1984; Halstead, 1989; Nyer, 2000).