

"SURVEY ON THE LEVEL OF SATISFACTION TOWARDS  
THE TECHNICAL SERVICE DEPARTMENT OF  
MESINIAGA SDN BHD

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## SUMMARY

The "Information Product", was a division in International Business Machines (IBM) Malaysia. Since its incorporation as Mesiniaga Sdn Bhd in January 1982, there have not been any feasibility study on the efficiency of the Technical Service Department and survey to find out about customer satisfaction.

The scope of "Survey on the Level of Satisfaction toward the Technical Service Department of Mesiniaga Sdn Bhd" has been limited to the Technical Service Management aspect. The financial or the organizational aspect of the company will not be considered.

The target audience of the survey are the user of the IBM electric typewriter and the purchasing manager in government and commercial organizations which have their machines under Service Agreement with Mesiniaga Sdn Bhd.

Area of research on the survey was carried out in Petaling Jaya and Kuala Lumpur. Various methods were employed to collect the relevant information to enable to determine the effectiveness and the reliability of the survey. Desk research includes all analysing of available data, statistic, published and unpublished information related to the subjects. Field

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research were carried out using structured questionnaires in order to get first hand information. The rating was given only as very good, good, average and poor. This is because average, to some extent, is not acceptable in Mesiniaga Sdn Bhd.

Based on the survey carried out to prove hypothesis I (pg 7 ) was given the positive rating as shown in table 6.1 (pg 54) by the targetted audience. We can conclude that the efficiency of the Technical Service Department of Mesiniaga Sdn Bhd has build up customer confidence in using IBM product and will continue to have their machines to be serviced by the Technical Service Representative of Mesiniaga Sdn Bhd.

One area that needs improvement is the dependability on the Technical Service Representative. This can be due to breakdown in communication between the Technical Service Representative and the consumer. One of the contributing factor we observed was that, spare parts<sup>A</sup> was not available when necessity arises due to unforeseen circumstances. In general, most of the organizations that used IBM typewriters both Government and Commercial, have (77%) intention to buy IBM typewriters in the future.

As for hypothesis II (pg7 ), the present three (3)-way communication has met the standard that has been set. Result from the table 6.2 (pg55) 65.2% of the reported calls were attended in less than four (4) hours.

Overall performance of the survey shows that the Technical Service Department was given a positive rating that shows the Technical Service Department is capable of achieving its objective.

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A - please refer to chapter 7, content 6. for recommendation.

SUMMARY

ACKNOWLEDGEMENT

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