



CUSTOMERS SATISFACTION TOWARDS SESB FRONT OFFICE
DESK AND BILL PAYMENT COUNTER

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APRIL 2011

ACKNOWLEDGEMENT

First of all, I want praise my thank to God for his blessing for me to complete my research entitled “Customers satisfaction towards SESB front office desk and bill payment counter”.

Special thanks to my parent, Stephen Juannes and Morin David for supporting and praying for my success. My high appreciation for the kind and warm assistance rendered by my advisor at University Technology Mara (UiTM) Kota Kinabalu Branch, Sir Cyril Supain for his guidance, advice and support from the beginning until I manage to finish my research report.

High appreciation for Sabah Electricity Sdn Bhd (SESB) for giving me an opportunity to do my industrial training in their company. I also would like to express my special gratitude to my supervisor MrDavid Liew for his continuous guidance during my preparation to complete my final research report.

Not forgotten, thanks to all my friends who always helped and supported me while I encounter trouble in completing this task.

Once again, thanks all of you. May God bless all of you.

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ABSTRACT

This research is being done to identify the level of customers satisfaction toward SESB (Sabah Electricity Sdn Bhd) Front office and bill payment services. The scope of the research will be covered the customers from Kota Kinabalu area which dealing with SESB front office and bill payment counter.

Questionnaire method wil be used in this research, whereby the customers who dealing with SESB front office and payment counter will be given the questionnaire to answer 24 questions about front office desk and bill payment counter.

From the findings, most of the respondents did not satisfy with the waiting time for the services to be given and the facilities provided by the company. This is the major problem faced by the customers.

In conclusion, SESB management should take action to overcome this problem. It is because, SESB is monopoly business where they should appreciate their customers.