



**A CASE STUDY OF SABAH ELECTRICITY SDN BHD (SESB):
IMPROVING THE SERVICE PERFORMANCE OF FRONT LINE
EMPLOYEES TO REDUCE CUSTOMER DISSATISFACTION**

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TABLE OF CONTENTS

3.0 CHAPTER THREE: RESEARCH METHODOLOGY

<u>PARTICULARS</u>	<u>PAGES</u>
TITLE PAGE.....	i
DECLARATION OF ORIGINAL WORK.....	ii
LETTER OF SUBMISSION.....	iii
ACKNOWLEDGEMENTS.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	ix
LIST ABBREVIATIONS.....	xi
ABSTRACT.....	xii
1.0 CHAPTER ONE: INTRODUCTION	
1.1 Introduction.....	1
1.2 Background of Study.....	1
1.3 Problem Statement.....	4
1.4 Research Objectives.....	6
1.5 Research Questions.....	7
1.6 Significance of Study.....	8
1.7 Limitations of Study.....	8
1.8 Scope of Study.....	8
1.9 Definitions of Terms.....	9
2.0 CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction.....	9
2.2 Managing Customer Dissatisfaction.....	9
2.3 Front Line Employees.....	12
2.4 Service Quality.....	14
2.5 Theoretical Framework.....	15
2.5.1 Dependent Variable.....	16
2.5.2 Independent Variable.....	16

ACKNOWLEDGMENTS

3.0 CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction.....	19
3.2 Research Design.....	19
3.3 Research Sampling Method.....	19
3.2.1 Target Population.....	19
3.2.2 Sampling Frame.....	20
3.2.3 Sampling Technique.....	20
3.2.4 Sample Size.....	21
3.4 Data Collection Method.....	21
3.4.1 Primary Data.....	21
3.4.2 Secondary Data.....	21
3.5 Data Analysis and Interpretation Method.....	22

4.0 CHAPTER FOUR: FINDINGS AND ANALYSIS

4.1 Introduction.....	22
4.2 Reliability Test.....	23
4.3 Descriptive Analysis.....	23

5.0 CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions.....	56
5.2 Recommendations.....	58

BIBLIOGRAPHY	60
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APPENDICES	62
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TABLE 4.3.2.5 a(iii) Sabah Electricity Sdn Bhd's Front Line Employees are Capable to Give an Error-Free Instruction 37

TABLE 4.3.2.5 a(iv) Sabah Electricity Sdn Bhd Front Line Employees are Sincere in Doing Their Job 38

TABLE 4.3.2.5 b(i) Sabah Electricity Sdn Bhd Front Line Employees are willing to Help Fulfilling Respondent's Request 40

TABLE 4.3.2.5 b(ii) Sabah Electricity Sdn Bhd's Front Line

1. CHAPTER ONE: INTRODUCTION **ABSTRACT**

1.1. Front line employees frequently act as a bridge between a firm and its customers. Therefore, customers often form their opinions on service quality of the firm based on how well the front line employees perform. This paper intends to explore some potential factors that might have an impact with particular regard to front line employees' service performance.

In addition, it also looks at its potential impact on selected outcomes. Required data was collected through customers' survey. For conducting customers' survey, Likert scale based questionnaires was developed after review of literature. By using the existing literature, research questions are formulated to provide understanding of the relationships between the level of front line employees' service performance and customer satisfaction. This would assist managers in identifying and managing the factors, thus will contribute towards creating a loyal base of satisfied customers. Further explanation has been presented in this paper and is supported by some significant concluding remarks and recommendations.

entire front line employees as agents of customer satisfaction. In conjunction to this, this paper deals with the issue on how to strengthen the service performances of the front line employees to reduce dissatisfaction among customers.

Customer dissatisfaction differs depending on the situation and the product or service. A customer may be dissatisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. As for this paper, a study conducted towards the organizations that offer services where they were the types of companies that need to rely on their employees. The company chosen is Sabah Electricity Sdn Bhd, a company that vertically integrated utility providing reliable