



**A STUDY ON THE LEVEL OF CUSTOMERS SATISFACTION
TOWARDS COUNTER SERVICES OF SABAH ELECTRICITY
SDN. BHD (SESB)**

**NORLIANA BINTI MATASAN
2006883488**

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU**

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ABSTRACT

This thesis is submitted to the Faculty of Business Management, Universiti Teknologi MARA, Sabah Campus as part of requirement for the fulfillment of Marketing Research subject (MKT 660). This paper is entitled "A STUDY ON THE LEVEL OF CUSTOMER SATISFACTION TOWARDS SABAH ELECTRICITY SDN BHD". Consequently, a survey was performed focus on the customers who came to the counter of SESB to pay their bills and how employees served them. This research's objective is to identify the problem faced by customers at the counter and evaluate the customer's satisfaction toward the services that provided by SESB. Last part is to recommend the most suitable practice to implement by SESB in satisfying their customers. These were selected through customer satisfaction in analyzing the data, frequency distribution, percentage and cross tabulation were used. The data of information was gathered from the questionnaires which were divided into both internal and external. The data was systematically analyzed and processed by using the SPSS 15.0. Finally, the results of the survey are converted into findings that are presented in term of tables and charts that are easy to understand. All objectives stated by the researcher were achieved through this research. The research identified the major problem faced by customers being dissatisfied with the environment at the counter services that is lack of facilities including not enough counters to serve them. The researcher also found that customers are satisfied with the staff of SESB that treated them nicely and are willing to assist them when they come to the SESB counter. Lastly the researcher was able to find the solution from the findings through the suggestions and recommended to be implemented by SESB in the future.