



**A STUDY ON CUSTOMER SATISFACTION TOWARDS CUSTOMER
SERVICE FOR TELEKOM IN SANDAKAN, SABAH**

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OCTOBER 2008

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Acknowledgement

This thesis was written in part fulfillment of the Bachelor program at the faculty of business administration, Universiti Teknologi MARA.

First of all, I would like to express my sincere gratitude to my advisor Associate Professor Madya Matyasin Jamil for his intelligent guidance and helpful advice during the whole process of thesis writing His personal experience as a lecture in Marketing field has made my task becoming more easier as the topic very much related to his area of expertise.

My sincere appreciation also goes to Madam Hasnawati Hj Guliling, BBA (Hons) Marketing program Coordinator for her constant attention and support during the period of time completing this Thesis.

I am also grateful for the warm and kind assistance rendered to me by Telekom Malaysia BHD. I want to thank Miss Anastasia Usok, Mr Mohd Zaki Abd. Karim, Mr Jainudin Abd. Kadir and to all CSM staff.

My gratitude also goes to my parents for the love, affection and support they have extended me every step of my life.

Finally, I would like to thank to all the participants who contributed my work, not just for their responses, but also for the good suggestions and kind help.

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Abstract

This research paper is a part of fulfilling the requirement for MKT 660 in order for final year student of Business Administration (Hons) Marketing to obtain a degree. This research mainly about studying consumer satisfaction towards customer service for Telekom in Sandakan City.

Consumer satisfaction depends on expectations and perception of the service. Consumer will satisfied when they meet needs and expectations. In this study, it is also tells what consumer expect for the service provides by Telekom in Sandakan City. This study has show that a variable (expectation) have effect to consumer satisfaction.