'A STUDY ON THE SERVICE PERFORMANCE OF "ON-CALL-MAINTENANCE SERVICES" BY DIGICITY (M) SDN BHD.'

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MARKETING

FACULTY OF BUSINESS MANAGEMENT

MARA UNIVERSITY OF TECHNOLOGY

MALACCA

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LETTER OF TRANSMITTAL

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Faculty of Business Management
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78000 Malacca

March, 2002

The Project Advisor
Puan Zaihan Bt Abd. Latip
Faculty of Business Management
MARA University of Technology
**Alor Gajah Campus**
78000 Malacca

Dear Madam,

RE: SUBMISSION OF PROJECT PAPER

With reference to the above matter, I hereby enclose the final Project Paper entitled **" A Study on the Service Performance of 'On-Call-Maintenance Services' by DiGiCITY (M) Sdn. Bhd."** for your kind perusal. I hope that the project paper will fulfil requirement of the course.

Thank You

Yours Sincerely
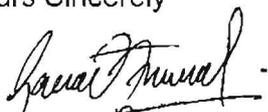
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ABSTRACT

Nowadays, as we lived in the 22nd centuries, computers have emerged as one of the important things in our day life.

People were using computers to assist them in their work and their task. They are trying to acquire more knowledge and skills of computers in order to make their life easier. Even big companies looked for computers now as their competitive advantage.

As many party used computers daily, it create an opportunities for DiGiCITY (M) Sdn. Bhd. to take. If the computers fails to function as usual or breakdown, these people needs an expert to solve the problems and DiGiCITY are prepared to provide these expert by hired and trained their technician to take the job.

Even though DiGiCITY have hired and trained their technician well, it doesn't mean that their service performance is good. So, this research is conducted to look the service performance of on-call-maintenance services provided by DiGiCITY (M) Sdn. Bhd.

DiGiCITY service performance will be determine by their own customer where it will be looked from many criteria such as effectiveness, efficiency, response time, etc. We will look whether DiGiCITY have availability of human resource to take all the job that had been offered to them and whether they have the knowledge and skills to complete the task.

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