



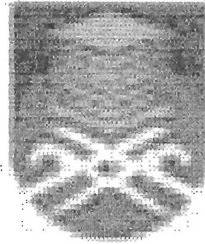
**CUSTOMER SATISFACTION AND PERCEPTION
TOWARDS THE SERVICE PROVIDED AT
TENAGA NASIONAL BERHAD DISTRIBUTION
TAMPIN**

**NORAFIDAH BINTI AMBIA
98556322**

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

OCTOBER 2001

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
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"DECLARATION OF ORIGINAL WORK"**

I, NORAFIDAH BT AMBIA, (I/C Number 7603055070)

Hereby, declare that :

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

Signature : 

Date : 03/10/01

LETTER OF SUBMISSION

18 September 2001

**The Head of Program
Bachelor of Business Administration with Honours (Marketing)
Faculty of Business Management
Universiti Teknologi MARA (Malacca Branch)
78000 Alor Gajah
Malacca**

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (MKT 650)

Attached is the project paper titled "**CUSTOMER SATISFACTION AND PERCEPTION TOWARDS SERVICE PROVIDED BY TENAGA NASIONAL BERHAD DISTRIBUTION TAMPIN**" to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely,



NORAFIDAH BINTI AMBIA
9855632263
Bachelor of Business Administration with Honours (Marketing)

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ABSTRACT

The customer satisfaction and perception towards the service provided at TNB were studied at Tenaga Nasional Berhad main office Tampin. The study is important to see the level of customer satisfaction and the customer perception towards services provided at TNB Tampin. The data were gained through the interviews and questionnaires that distributed to the respondents. According to Mr. Shanker Rahman, the Business District Manager, TNBD Tampin had rarely received serious complaints towards the service provided at TNBD Tampin. The sample that chosen manage to contributed good information in this research. From the feedback of the respondents, this research identified that 96% of the respondents satisfied with the counter service and electricity service, 98% satisfied with the meter reader service and 94% satisfied with Kedai Tenaga service. Customers also give good perception towards the service provided at TNBD Tampin. The data were presented in the form of tabulations, graphs and charts to make it clear and easy to understand. However this research manage to reveal the level of customers' satisfaction and perception towards the service provided at TNBD Tampin. In fact there were still small weaknesses in TNBD Tampin and the management team always attempts to improve its performance. Therefore it is important for TNBD Tampin to find ways to enhance its service quality. For example this organization can use the flowchart as the guideline for the workers in accomplishing their daily task. Motivation can also use to encourage workers to enhance their quality of work. As Malaysia's main electricity supply utility, TNB must always tries to fulfill the customers' satisfaction and show good image to other service organization.