

**INVESTIGATING THE SERVICE QUALITY
TOWARD CUSTOMER SATISFACTION ON
TELECOMMUNICATION SERVICE PROVIDER IN
MALAYSIA**

By

**AIN NABIHAN BINTI ZOLKIFLAY
M14104520M06**

**MASTER OF BUSINESS ADMINISTRATION (MBA)
KULLIYAH MUAMALAT
KOLEJ UNIVERSITI INSANIAH (KUIN)**

2016

ABSTRACT

Service quality and customer satisfaction are very important concepts that companies must understand if they want to remain competitive and grow. In today's competitive environment delivering high quality service is the key for a sustainable competitive advantage. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty and positive word of mouth. The aim of this research is to investigate the impact of service quality toward customer satisfaction on telecommunication service provider. A sound association is found between customer satisfaction and the quality of service provided by the companies. In business world, customers are the source of profit and revenue for the service organizations and improvements in service quality leads to customer satisfaction.

Quantitative research method is used to conduct this study. The selection of primary studies is done by conducting interviews with customer who came and change their telecommunication service provider at Bandar Laguna Merbok. The research findings are analyzed by quantitative data analyses technique to build analyses and draw conclusion.

Using the SERVQUAL model, this study aimed to examine the impacts of reliability, responsiveness, assurance, empathy and tangible aspects on customer satisfaction. A total 50 current users of a GSM provider participated in this study. Gap analysis was used to determine the perceived importance and satisfaction on each dimension of service quality, regression analysis was conducted to test the relationship between the SERVQUAL dimensions and customer satisfaction. The data analysis was conducted using SPSS with the software package for windows. The result shows that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia.

TABLE OF CONTENT

Abstract.....	ii
Declaration.....	iii
Supervisor Declaration.....	iv
Dedication.....	v
Acknowledgement.....	vi
List of Tables.....	ix
List of Figures.....	x
List of Charts.....	xi
Chapter One.....	1
1.0 Background.....	1
1.1 Problem Statement.....	4
1.2 Research Question.....	9
1.3 Research Objective.....	10
1.4 Organization of Chapter.....	11
Chapter Two.....	12
2.0 Customer.....	12
2.1 Customer Satisfaction.....	13
2.2 Service Quality.....	15
2.3 Gap Model.....	17

2.4	Switching Barriers.....	19
2.5	Service Quality and Customer Satisfaction.....	19
Chapter Three.....		22
3.0	Conceptual Framework.....	22
3.1	Data Collection.....	25
3.2	Sampling Technique.....	27
3.3	Hypothesis.....	29
3.4	Analysis and Technique.....	30
Chapter Four.....		33
4.0	Reliability.....	33
4.1	Descriptive.....	34
4.2	Frequency.....	36
Chapter Five.....		37
5.0	Result.....	37
5.1	Limitation of Study.....	39
5.2	Suggestion for Future Research.....	39
Reference.....		40
Appendix A.....		42
Appendix B.....		45
Appendix C.....		47