

## APPENDICES

### Appendix 1: Questionnaires

#### Section A - Service Quality

	Strongly Disagree					Strongly Agree
	←————→					
1. This telco service center has up-to-date equipment (e.g. LCD displays, waiting area facilities, etc.).	1	2	3	4	5	6
2. The physical facilities at this telco service center are visually appealing.	1	2	3	4	5	6
3. Customer service staffs at this telco service center appears neat and professional.	1	2	3	4	5	6
4. Materials associated with the service (such as pamphlets or statements) are visually appealing in this telco service center.	1	2	3	4	5	6
5. When this telco service center promises to do something by a certain time, it does so.	1	2	3	4	5	6
6. When I have a problem, this telco service center shows sincere interest in solving it.	1	2	3	4	5	6
7. When I report a problem, this telco service center takes corrective action without delay.	1	2	3	4	5	6
8. This telco service center gets things right the first time.	1	2	3	4	5	6
9. This telco service center keeps its records accurately.	1	2	3	4	5	6
10. This telco service center tells me exactly when services will be performed.	1	2	3	4	5	6

	Strongly Disagree					Strongly Agree
	←—————→					
11. Customer service staffs at this telco service center give prompt service to me.	1	2	3	4	5	6
12. Customer service staffs at this telco service center are always willing to help me.	1	2	3	4	5	6
13. Customer service staffs at this telco service center are too busy to respond to my requests promptly.	1	2	3	4	5	6
14. I can trust the customer service staffs at this telco service center.	1	2	3	4	5	6
15. I feel safe in my transactions with the customer service staffs at this telco service center.	1	2	3	4	5	6
16. Customer service staffs at this telco service center are consistently polite.	1	2	3	4	5	6
17. Customer service staffs at this telco service center have the knowledge to answer my questions.	1	2	3	4	5	6
18. Customer service staffs at this telco service center keep me informed of things that I need to get the best use of the service.	1	2	3	4	5	6
19. I find the operating hours of this telco service center convenient.	1	2	3	4	5	6
20. This telco service center gives me personal attention.	1	2	3	4	5	6
21. This telco service center has my best interests at heart.	1	2	3	4	5	6
22. Customer service staffs at this telco service center understand my specific needs best.	1	2	3	4	5	6

### Section B - Perceived Value

	Strongly Disagree					Strongly Agree
	←————→					
1. The prices charged for services are reasonable.	1	2	3	4	5	6
2. Services offered by this telco service center are value-for-money.	1	2	3	4	5	6
3. I get what I pay for at this telco service center.	1	2	3	4	5	6
4. The services provided by this telco service center are worthwhile.	1	2	3	4	5	6

### Section C - Customer Satisfaction

	Strongly Disagree					Strongly Agree
	←————→					
1. I am satisfied with my decision of choosing this telco service center to get the services I need.	1	2	3	4	5	6
2. My choice to receive services from this telco service center was a wise one.	1	2	3	4	5	6
3. I am happy with the services provided by this telco service center.	1	2	3	4	5	6
4. Overall, I am satisfied with the quality of the services provided by this telco service center.	1	2	3	4	5	6



**SECTION E: DEMOGRAPHIC PROFILE**

Instruction: Please tick (x) for the answer and fill in the blanks when necessary.

1. Gender

Male  Female

2. Age

20 & below  21 - 30 years  31 - 40 years  
 41 - 50 years  51 - 60 years  Above 60 years

3. Ethnic group

Malay  Chinese  
 Indian  Others (please specify) \_\_\_\_\_

4. Marital status

Single  Divorced / Widow  
 Married with children  Married without children

5. Highest level of education

SPM/STPM  Diploma  
 Bachelor's Degree  Post Graduate Degree

6. Occupation

Top Management (CEO, GM, MD)  
 Middle Management (HOD, Manager)  
 Supervisor/Executive  
 Clerical/Supporting Staff  
 Own business  
 Unemployed (student, housewife, retired)  
 Others: \_\_\_\_\_

7. Monthly income

Below RM2,000  RM2,000 - RM4,000  RM4,001 - RM6,000  
 RM6,001 - RM8,000  RM8,001 - RM10,000  RM10,001 and above

8. Among the major telcos in Malaysia, which one do you think provide the best service?

Celcom  Telekom Malaysia  
 Digi  UMobile  
 Maxis  Others (please specify) \_\_\_\_\_  
 P1

9. If someone seeks your opinion, which telco would you recommend?

Celcom  Telekom Malaysia  
 Digi  UMobile  
 Maxis  Others (please specify) \_\_\_\_\_  
 P1

~ Thank you very much for your time and cooperation ~

**Appendix 2: Questionnaires – Mean, Standard Deviation and Source**

Section A: Service Quality	Mean	Std. Deviation	Source(s)
1. This telco service center has up-to-date equipment (e.g. LCD displays, waiting area facilities, etc.).	4.51	1.085	Cronin, J. Joseph and Taylor Steven A. (1992), "Measuring Service Quality: A Reexamination and Extension", Journal of Marketing Vol. 56 (Jul)
2. The physical facilities at this telco service center are visually appealing.	4.38	.951	
3. Customer service staffs at this telco service center appear neat and professional.	4.29	1.091	
4. Materials associated with the service (such as pamphlets or statements) are visually appealing in this telco service center.	4.35	.976	
5. When this telco service center promises to do something by a certain time, it does so.	3.98	1.167	
6. When I have a problem, this telco service center shows sincere interest in solving it.	4.02	1.176	
7. When I report a problem, this telco service center takes corrective action without delay.	3.96	1.252	
8. This telco service center gets things right the first time.	3.90	1.119	
9. This telco service center keeps its records accurately.	4.07	1.082	
10. This telco service center tells me exactly when services will be performed.	4.05	1.056	
11. Customer service staffs at this telco service center give prompt service to me.	4.09	1.147	
12. Customer service staffs at this telco service center are always willing to help me.	4.22	1.113	

Section A: Service Quality	Mean	Std. Deviation	Source(s)
13. Customer service staffs at this telco service center are too busy to respond to my requests promptly.	3.67	1.300	Cronin, J. Joseph and Taylor Steven A. (1992), "Measuring Service Quality: A Reexamination and Extension", Journal of Marketing Vol. 56 (Jul)
14. I can trust the customer service staffs at this telco service center.	4.06	1.068	
15. I feel safe in my transactions with the customer service staffs at this telco service center.	4.11	1.012	
16. Customer service staffs at this telco service center are consistently polite.	4.14	1.026	
17. Customer service staffs at this telco service center have the knowledge to answer my questions.	4.18	1.045	
18. Customer service staffs at this telco service center keep me informed of things that I need to get the best use of the service.	4.05	1.037	
19. I find the operating hours of this telco service center convenient.	4.25	1.008	
20. This telco service center gives me personal attention.	3.81	1.130	
21. This telco service center has my best interests at heart.	3.75	1.171	
22. Customer service staffs at this telco service center understand my specific needs best.	3.86	1.129	

Section B: Perceived Value	Mean	Std. Deviation	Source(s)
1. The prices charged for services are reasonable.	3.75	1.260	Dodds, W.B., Monroe, K.B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. Journal of Marketing Research, 28(3), 307-319.
2. Services offered by this telco service center are value-for-money.	3.88	1.185	
3. I get what I pay for at this telco service center.	3.87	1.205	
4. The services provided by this telco service center are worthwhile.	3.98	1.079	

Section C: Customer Satisfaction	Mean	Std. Deviation	Source(s)
1. I am satisfied with my decision of choosing this telco service center to get the services I need.	4.23	1.102	Oliver, Richard L. (1980), A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions, Journal of Marketing Research, 17 (November), 460-469.
2. My choice to receive services from this telco service center was a wise one.	4.20	1.051	
3. I am happy with the services provided by this telco service center.	4.12	1.116	
4. Overall, I am satisfied with the quality of the services provided by this telco service center.	4.20	1.100	



Section D: Customer Loyalty	Mean	Std. Deviation	Source(s)
1. I seldom consider switching to another telco.	3.91	1.451	Gremler, D. (1995), The Effect of Satisfaction, Switching Costs, and Interpersonal Bonds on Service Loyalty, Doctoral Thesis, Arizona State University, USA  Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), The Behavioural Consequences of Service Quality', Journal of Marketing, Vol. 60, April, pp. 31-46.
2. As long as the present service continues, I doubt that I would switch to another telco.	3.99	1.284	
3. I will not change to another telco because I value the services provided by my current telco.	3.98	1.258	
4. I will continue to use services by my current telco within the next 12 months.	4.46	1.209	
5. I would always recommend my telco to someone who seeks my advice.	4.00	1.348	
6. Even if other telco offers cheaper services, I would continue using services by my current telco.	3.78	1.480	
7. I like using services provided by my current telco.	4.19	1.233	