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A COMPARATIVE ANALYSIS OF SERVICE QUALITY AT TENAGA NASIONAL BERHAD AND POS MALAYSIA ONE-STOP PAYMENT CENTRES

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ABSTRACT

This study examines the Services Quality of One-Stop Bills Payment Centers both at TENAGA NASIONAL BERHAD and POS MALAYSIA. The study makes use of the Service Quality measuring instrument - SERVQUAL, which was deleloped by A. Parasuraman, V. A. Zeithaml, and L. L. Berry in 1985. The original SERVQUAL was modified for one-stop payment centre survey. Permission was sought from the Tenaga Nasional Berhad's Deputy Area Manager of Business Operation in Wilayah Persekutuan of Kuala Lumpur as well as POS Malaysia to do conduct public survey in front of their premises.

A total of 166 sets of questionnaires were used for eight (8) locations of TNB one-stop payment centres and five (5) locations of POS Malaysia post offices. The locations of research only confine to Kuala Lumpur for both the organisations. One set of questionnaire out of 166 was omitted due to imcompletion by a respondent. Thus, the response rate was 99.4 %.

The findings was found to have high reliabilty and validity. The overall service quality at TNB was found to be graded above satisfactory. There are also some significantly distintive gaps between perceived and expected service quality at both organisations customer service center for most of the variables under investigation.

With these findings, it is hope that the organisation could incorporated them into the future marketing strategies and serve their customer needs' better.

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Tan Seng Khee
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