

X

ACA 6566
INVC

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

CLOSED STACKS

TAN SENG KHEE

Dimikrofiskan pada... 20-9-1997
No. Mikrofis..... 13184
Jumlah Mikrofis..... 2

Ameear Puzi B. A. Wahab.

Unit Mikrofilem
Universiti Malaya
Kuala Lumpur.

**UNIVERSITY OF MALAYA
1996**

Perpustakaan Universiti Malaya



A506171459

Universiti Malaya



2093

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF PHYSICS
5720 S. UNIVERSITY AVE.
CHICAGO, ILL. 60637

Mr. E. R. R.

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF PHYSICS
5720 S. UNIVERSITY AVE.
CHICAGO, ILL. 60637

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF PHYSICS

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF PHYSICS
5720 S. UNIVERSITY AVE.
CHICAGO, ILL. 60637

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

BY

TAN SENG KHEE
(EBC 9313)

Bachelor of Engineering
(Electrical Department)
University of Malaya
1988

Submitted to the Faculty of
Economics and Administration
University of Malaya
in fulfilment of EB 699 Research Paper
for the Degree of
MASTER OF BUSINESS ADMINISTRATION

THE
JOURNAL
OF
THE
ROYAL ANTHROPOLOGICAL INSTITUTE
OF GREAT BRITAIN AND IRELAND
VOLUME 100 PART 1 2000

THE
JOURNAL
OF
THE
ROYAL ANTHROPOLOGICAL INSTITUTE
OF GREAT BRITAIN AND IRELAND

VOLUME 100 PART 1
2000

THE
JOURNAL
OF
THE
ROYAL ANTHROPOLOGICAL INSTITUTE
OF GREAT BRITAIN AND IRELAND
VOLUME 100 PART 1 2000

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 developed 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 incompleteness by a respondent. Thus, the response rate was 99.4 %.

The findings were found to have high reliability and validity. The overall service quality at TNB was found to be graded above satisfactory. There are also some significantly distinctive 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 hoped that the organisation could incorporate them into the future marketing strategies and serve their customer needs' better.

ACKNOWLEDGMENTS

I wish to express sincere appreciation to my supervisor Cik. Norbani Che Ha for her advice and encouragement throughout this study.

Special thanks also go to the staff of the Business and Administration Division who have been friends as well as a source of knowledge during my endeavor.

To my loving and understanding wife, Ellen Chua, who has been my constant companion and encouragement during the quest for M.B.A. and particularly this research paper. To my little boy Shaun and my two little darlings Khai Xin and Khai Ching, you are the reasons for my being. And I love all of you.

To my friends, who have shared with me their experiences and who have assist me along the way, I thank you.

Tan Seng Khee
February 1996

TABLE OF CONTENTS

	<u>Page</u>
PREPACE	(i)
ACKNOWLEDGEMENT	(ii)
CHAPTER 1: INTRODUCTION	
INTRODUCTION	1
SERVICES IN MALAYSIA	2
TNB WILAYAH PERSEKUTUAN KUALA LUMPUR	3
ONE-STOP PAYMENT CENTERS	3
HYPOTHESIS OF RESEARCH	5
THE OBJECTIVES OF STUDY	6
LIMITATIONS OF THE STUDY	7
ORGANISATION OF THE REPORT	7
CHAPTER 2: LITERATURE REVIEW	
INTRODUCTION	9
EVOLUTION OF SERVICES	9
CLASSIFYING SERVICES	13
DEFINITION OF QUALITY	14
SERVICE QUALITY	15
GAP MODEL OF SERVICE QUALITY	19
SERVQUAL	23
Reliability	24
Responsiveness	25
Assurance	25
Empathy	25
Tangibles	25
EXTENDED MODEL OF SERVICE QUALITY	28
SERVPERF - AN ALTERNATIVE TO SERVQUAL	30
ZONE OF TOLERANCE	31
NATURE AND DETERMINANTS OF CUSTOMER EXPECTATIONS OF SERVICE	32

THE

1881

THE

1881

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

THE

CHAPTER 3: RESEARCH METHODOLOGY

INTRODUCTION	34
RESEARCH HYPOTHESIS	34
POPULATION OF STUDY	35
SAMPLING SIZE	39
THE SURVEY INSTRUMENT	40
MODIFICATIONS OF THE ORIGINAL SERVQUAL	40
LIMITATION OF SERVQUAL INSTRUMENT	44
DATA COLLECTION PROCEDURE	45
STATISTICAL TREATMENTS OF THE DATA	46

CHAPTER 4: RESEARCH RESULTS

INTRODUCTION	48
DEMOGRAPHIC PROFILE OF RESPONDENTS	49
RELIABILITY OF MEASUREMENT SCALES	55
PAIRED T-TEST	59
FACTOR ANALYSIS OF SERVQUAL	62
RANKING OF DIMENSIONS	68
CROSSTABULATION ANALYSIS	69
ANALYSIS OF VARIANCE	71
PERFORMANCE ANALYSIS	73

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

INTRODUCTION	74
SUMMARY OF THE FINDINGS	76
IMPLICATIONS OF STUDY	77
RECOMMENDATIONS FOR FUTURE RESEARCH	78
CONCLUSION OF STUDY	79

BILBLIOBGAPHY

APPENDIX: QUESTIONNAIRES

● 第 1 章 第 1 节 第 1 节 第 1 节

第 1 节 第 1 节 第 1 节

第 1 节 第 1 节 第 1 节

● 第 2 章 第 2 节 第 2 节 第 2 节

第 2 节 第 2 节 第 2 节

● 第 3 章 第 3 节 第 3 节 第 3 节

第 3 节 第 3 节 第 3 节

● 第 4 章 第 4 节 第 4 节 第 4 节

● 第 5 章 第 5 节 第 5 节 第 5 节

LIST OF TABLES

	<u>Page</u>
Table 1.1 - Growth Performance Indicator for Electricity, January - July (Percentage annual change)	3
Table 1.2 - Sales and Commissions for financial year 1994/95	5
Table 2.1 - Historical definitions of Services	12
Table 3.1 - Number TNB Kuala Lumpur Customer as of June 1995	35
Table 3.2 - Listing of TNB One-Stop Payment Service Centres	36
Table 3.3 - Modification Tabulation of SERVQUAL	42
Table 3.4 - Sampling Locations of Survey	46
Table 4.1 - Sex Group Distribution of Respondents	49
Table 4.2 - Race Group Distribution of Respondents	50
Table 4.3 - Age Group Distribution of Respondents	51
Table 4.4 - Education Level Group Distribution of Respondents	52
Table 4.5 - Occupation Group Distribution of Respondents	53
Table 4.6 - Income Group Distribution of Respondents	54
Table 4.7 - Cronbach Alpha of Scale	56
Table 4.8 - CORRELATION TABLE: Q01 TO Q17 AND GRADE	57
Table 4.9 - Paired T-TEST	61
Table 4.10 - Factor Analysis	63

QUESTION 1

10%

Question 1: The following table shows the number of people who visited the museum in 2018 and 2019.

Year \ Age Group | 0-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+

2018 | 120 | 150 | 180 | 200 | 160 | 140 | 100

2019 | 130 | 160 | 190 | 210 | 170 | 150 | 110

Question 2: The following table shows the number of people who visited the museum in 2018 and 2019.

Year \ Age Group | 0-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+

2018 | 120 | 150 | 180 | 200 | 160 | 140 | 100

2019 | 130 | 160 | 190 | 210 | 170 | 150 | 110

Question 3: The following table shows the number of people who visited the museum in 2018 and 2019.

Year \ Age Group | 0-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+

2018 | 120 | 150 | 180 | 200 | 160 | 140 | 100

2019 | 130 | 160 | 190 | 210 | 170 | 150 | 110

Question 4: The following table shows the number of people who visited the museum in 2018 and 2019.

Year \ Age Group | 0-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+

2018 | 120 | 150 | 180 | 200 | 160 | 140 | 100

2019 | 130 | 160 | 190 | 210 | 170 | 150 | 110

Question 5: The following table shows the number of people who visited the museum in 2018 and 2019.

10%

	<u>Page</u>
Table 4.11 - Oblimin Rotated Factor Matrix for the initial Five Factors	63
Table 4.12 - Factor Correlation Matrix	64
Table 4.13 - FACTOR 1: COMMUNICATION	65
Table 4.14 - FACTOR 2: TANGIBLE	66
Table 4.15 - FACTOR 3: RESPONSIVENESS	66
Table 4.16 - RANKING OF DIMENSIONS	68
Table 4.17 - Crosstabulation between “location of survey done” and “grading of the level of service”	69
Table 4.18 - Crosstabulation between “location of survey done” and “respondent recommendation”.	70
Table 4.19 - One-Way ANOVA for “GRADE ”BY “OCCUPATION”	71
Table 4.20 - One-Way ANOVA for “GRADE ”BY “INCOME”	72
Table 4.21 - Service Quality at TNB and POS Malaysia One Stop Payment Centres	73

1. **Introduction**
 2. **Background**
 3. **Methodology**
 4. **Results**
 5. **Discussion**
 6. **Conclusion**
 7. **References**
 8. **Appendix**
 9. **Index**
 10. **Summary**
 11. **Notes**
 12. **References**
 13. **Appendix**
 14. **Index**
 15. **Summary**
 16. **Notes**
 17. **References**
 18. **Appendix**
 19. **Index**
 20. **Summary**
 21. **Notes**
 22. **References**
 23. **Appendix**
 24. **Index**
 25. **Summary**
 26. **Notes**
 27. **References**
 28. **Appendix**
 29. **Index**
 30. **Summary**
 31. **Notes**
 32. **References**
 33. **Appendix**
 34. **Index**
 35. **Summary**
 36. **Notes**
 37. **References**
 38. **Appendix**
 39. **Index**
 40. **Summary**
 41. **Notes**
 42. **References**
 43. **Appendix**
 44. **Index**
 45. **Summary**
 46. **Notes**
 47. **References**
 48. **Appendix**
 49. **Index**
 50. **Summary**
 51. **Notes**
 52. **References**
 53. **Appendix**
 54. **Index**
 55. **Summary**
 56. **Notes**
 57. **References**
 58. **Appendix**
 59. **Index**
 60. **Summary**
 61. **Notes**
 62. **References**
 63. **Appendix**
 64. **Index**
 65. **Summary**
 66. **Notes**
 67. **References**
 68. **Appendix**
 69. **Index**
 70. **Summary**
 71. **Notes**
 72. **References**
 73. **Appendix**
 74. **Index**
 75. **Summary**
 76. **Notes**
 77. **References**
 78. **Appendix**
 79. **Index**
 80. **Summary**
 81. **Notes**
 82. **References**
 83. **Appendix**
 84. **Index**
 85. **Summary**
 86. **Notes**
 87. **References**
 88. **Appendix**
 89. **Index**
 90. **Summary**
 91. **Notes**
 92. **References**
 93. **Appendix**
 94. **Index**
 95. **Summary**
 96. **Notes**
 97. **References**
 98. **Appendix**
 99. **Index**
 100. **Summary**
 101. **Notes**
 102. **References**
 103. **Appendix**
 104. **Index**
 105. **Summary**
 106. **Notes**
 107. **References**
 108. **Appendix**
 109. **Index**
 110. **Summary**
 111. **Notes**
 112. **References**
 113. **Appendix**
 114. **Index**
 115. **Summary**
 116. **Notes**
 117. **References**
 118. **Appendix**
 119. **Index**
 120. **Summary**
 121. **Notes**
 122. **References**
 123. **Appendix**
 124. **Index**
 125. **Summary**
 126. **Notes**
 127. **References**
 128. **Appendix**
 129. **Index**
 130. **Summary**
 131. **Notes**
 132. **References**
 133. **Appendix**
 134. **Index**
 135. **Summary**
 136. **Notes**
 137. **References**
 138. **Appendix**
 139. **Index**
 140. **Summary**
 141. **Notes**
 142. **References**
 143. **Appendix**
 144. **Index**
 145. **Summary**
 146. **Notes**
 147. **References**
 148. **Appendix**
 149. **Index**
 150. **Summary**
 151. **Notes**
 152. **References**
 153. **Appendix**
 154. **Index**
 155. **Summary**
 156. **Notes**
 157. **References**
 158. **Appendix**
 159. **Index**
 160. **Summary**
 161. **Notes**
 162. **References**
 163. **Appendix**
 164. **Index**
 165. **Summary**
 166. **Notes**
 167. **References**
 168. **Appendix**
 169. **Index**
 170. **Summary**
 171. **Notes**
 172. **References**
 173. **Appendix**
 174. **Index**
 175. **Summary**
 176. **Notes**
 177. **References**
 178. **Appendix**
 179. **Index**
 180. **Summary**
 181. **Notes**
 182. **References**
 183. **Appendix**
 184. **Index**
 185. **Summary**
 186. **Notes**
 187. **References**
 188. **Appendix**
 189. **Index**
 190. **Summary**
 191. **Notes**
 192. **References**
 193. **Appendix**
 194. **Index**
 195. **Summary**
 196. **Notes**
 197. **References**
 198. **Appendix**
 199. **Index**
 200. **Summary**
 201. **Notes**
 202. **References**
 203. **Appendix**
 204. **Index**
 205. **Summary**
 206. **Notes**
 207. **References**
 208. **Appendix**
 209. **Index**
 210. **Summary**
 211. **Notes**
 212. **References**
 213. **Appendix**
 214. **Index**
 215. **Summary**
 216. **Notes**
 217. **References**
 218. **Appendix**
 219. **Index**
 220. **Summary**
 221. **Notes**
 222. **References**
 223. **Appendix**
 224. **Index**
 225. **Summary**
 226. **Notes**
 227. **References**
 228. **Appendix**
 229. **Index**
 230. **Summary**
 231. **Notes**
 232. **References**
 233. **Appendix**
 234. **Index**
 235. **Summary**
 236. **Notes**
 237. **References**
 238. **Appendix**
 239. **Index**
 240. **Summary**
 241. **Notes**
 242. **References**
 243. **Appendix**
 244. **Index**
 245. **Summary**
 246. **Notes**
 247. **References**
 248. **Appendix**
 249. **Index**
 250. **Summary**
 251. **Notes**
 252. **References**
 253. **Appendix**
 254. **Index**
 255. **Summary**
 256. **Notes**
 257. **References**
 258. **Appendix**
 259. **Index**
 260

LIST OF FIGURES

	<u>Page</u>
Figure 2.1 - Grönroos-Gummersson Quality Model (1987)	16
Figure 2.2 - Gap Model of Service Quality	21
Figure 2.3 - Determinants of Perceived Quality Model	27
Figure 2.4 - Extended Model of Service Quality	29
Figure 2.5 - Zone of Tolerance	32
Figure 2.6 - Nature and Determinants of Customer Expectations of Service	33
Figure 3.1 - TNB One-Stop Bills' Payment Centres Location Map	38
Figure 4.1 - Relative Importance of SERVQUAL Dimensions	68

QUESTION

1. A company has a fixed cost of \$100,000 and a variable cost of \$5 per unit.

2. The company sells each unit for \$15.

3. The company wants to break even.

4. How many units must the company sell?

5. What is the break-even point?

6. The company has a fixed cost of \$100,000 and a variable cost of \$5 per unit.

7. The company sells each unit for \$15.

8. The company wants to break even.

10

11

12

13

14