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ACT-5316

INVC. NMS 28/10/98

A TQM approach on the measurement
of
Customer Satisfaction
for
users of Cellular telephones

BY

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1989

Submitted to the Faculty of
Business & Accounting
University of Malaya

In partial fulfillment of EB699 Research Paper
for the requirements for the degree of
Master of Business Administration
January 1998

Perpustakaan Universiti Malaya



A507734536

OK

Dimikrofiskan pada 04.01.1999

No. Mikrofis. 13920

Jumlah Mikrofis. 1

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ABSTRACT

The objective of this study is to identify the dimensions of service quality related to cellular phone service providers. The GAP Model along with the SERVQUAL model is used for this analysis. Subsequently the relative importance of these dimensions in influencing the expectation of the customer and ultimately the satisfaction in service quality is analyzed.

The Satisfaction Index is determined by 10 sets of questionnaire designed by American Automobile Association is used. The Gap Model would be used to determine the Promotional, Understanding, Procedural, Behavioral and Perception Gaps. Analysis will be done to see whether there are any distinct relationship between the gaps and the Satisfaction Index.

The six quality dimensions identified by the SERVQUAL will be used to determine whether these dimensions can be used in the cellular phone service sector. As understanding and knowing the customer is very important, factorial and reliability analysis will be done to determine these or any new dimensions are obtained, as these are very important predictors.

Recognizing the dimensions of quality and importance provide Service Providers with excellent tools for planning and developing service quality programmes. This would help in reducing the gaps and improving customers' expectations and perceptions.

ACKNOWLEDGEMENTS

I wish to express my sincere gratitude and appreciation to my supervisor Professor Madya Dr Tan Lee Peng. Her assistance, guidance and understanding throughout this project.

I am also indebted to all the respondents of various companies and organization for responding to my questionnaires. This has helped greatly in analyzing the data.

My appreciation also goes to my sister Vani Mangalam for her diligence and patience in helping with the computer work.

Finally, I am grateful for the support received from my wife, Kalyani S, who has helped me in sending out questionnaires and keying in data, my twin sons, Arjun Gopal & Arvin Gopal who have been a great source of encouragement to me/ They have been patient, understanding and supportive throughout the study.

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