

**APPENDIX 1**

**QUESTIONNAIRE**

**USED**

**FOR**

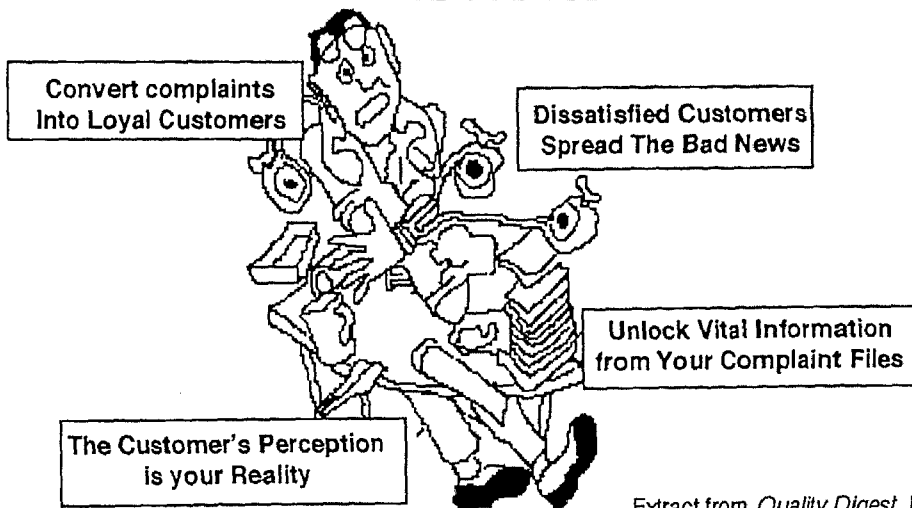
**MEASURING**

**CUSTOMER SATISFACTION/RETENTION**

**FOR**

**CELLULARPHONES USERS**

**A SURVEY ON THE MEASUREMENT  
OF  
CUSTOMER SATISFACTION /  
EXPECTATION  
FOR  
CELLULAR PHONES USERS**



Extract from *Quality Digest* November 1997

**NOVEMBER 1997**

Good Morning/Afternoon/Evening

As partial fulfilment of my MBA program from the University of Malaya, I have chosen the above topic for my project work. I would be grateful if you could spare a few minutes of your time to complete the following questionnaire. This is purely an academic exercise and all information will be treated with strict confidence.

From : Mr. Subramaniam. G.  
Q.A. / Product Development Manager  
Clipsal Manufacturing Malaysia Sdn. Bhd.

***Instructions***

The following items seek to assess the expectation/satisfaction level of cellularphone users in the Klang Valley. The best answer to each statement is your personal opinion. The statements cover many different and opposing points of view; you may find yourself agreeing strongly with some of the statements, disagreeing just as strongly with others, and perhaps uncertain about some of the statements. Whether you agree or disagree with any statement, you can be sure that many people feel the same way you do. Using the numbers 1 to 10 on a rating scale, mark your personal opinion about each statement in the spaces provided. Please respond to all the statements. But before this I would be delighted if you furnish me with some demographic details.

**THANK YOU FOR TAKING THE TIME TO ANSWER THESE QUESTIONS**

Serial no.

1 2 3

Please tick (✓) in the appropriate box

Title : Measurement of Customer Satisfaction/  
Expectation for Cellularphone users  
Date : 20 th. November 1997

**Section A / DEMOGRAPHIC PROFILE**

This column is for  
Official Use Only

1. Sex: Male  1

Female  2

4

2. Age

25-30  1

31-35  2

36-40  3

5

41-45  4

46-50  5

51-55  6

3. Race

Chinese  1

Malay  2

Indian  3

Others  4

6

4. Marital Status

Single  1

Married  2

7

Divorced/Widowed/Separated  3

5. Your highest educational attainment

1  Ph. D.

2  Masters

3  Professional Qualifications ( A.C.C.A., C.P.A., etc )

4  PG Diploma

5  Bachelor ( BA,B.Sc.,etc.)

6  Advance Diploma

7  Diploma

8  Certificate

9  HSC

10  SPM

11  Others

8

6. Salary Income

RM 500 - 1000  1

RM 1000 - 2000  2

RM 2000 - 3000  3

RM 3000 - 5000  4

RM 5000 - 7000  5

RM 7000 - 10,000  6

> RM 10,000  7

9

**Section B : GENERAL**

7. I subscribe to the following service provider (tick only one )
- Maxis.....  1
  - Adam.....  2
  - TM Touch.....  3
  - Mobikom.....  4
  - Celcom ( Art 900/GSM).....  5
  - Digi 1800.....  6
  - Others.....  7
8. I came to the service provider in item 7 through,
- Advertisement.( TV/Radio ).....  1
  - From friends/colleagues recommendation.....  2
  - Yellow Pages.....  3
  - Because they located very close to my place.....  4
  - Others.....  5

**Official Use Only**

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**Section C: SERVICE GAPS**

| Promotional Gaps   | Completely Disagree      |                          |                          |                          |                          |                          |                          |                          |                          |                          | Completely Agree            |                             |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|-----------------------------|
|  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |                             |                             |
| 9. The company provided exactly what they advertised.....                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> 12 |
| 10. Their Advertisement were very misleading.....                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> 13 |
| 11. They created wrong expectations in my mind.....                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> 14 |
| 12. Their service did not measure up to their advert.....                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> 15 |
| 13. Did not keep up to their promise.....                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> 16 |
| 14. Service was beyond my expectation.....                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> 17 |
| 15. Benefits and services provided meet their advertisement.....             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> 18 |
| <b>Understanding Gaps</b>  |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                             |                             |
| ( SP = Service Provider)   |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                             |                             |
|  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |                             |                             |
| 16. S.P. understand's what the customer's needs & priorities.....            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 20 |                             |
| 17. S.P. takes the trouble to know what customer wants.....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 21 |                             |
| 18. S.P. calls me to enquire about their quality and service....             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 22 |                             |
| 19. S.P. doesn't really bother what the customer wants.....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 23 |                             |
| 20. S.P. attends to most of customer's enquiries.....                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 24 |                             |
| 21. S.P. is technically knowledgeable to answer all enquiries.....           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 25 |                             |
| <b>Procedural Gaps</b>   |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                             |                             |
|  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |                             |                             |
| 22. S.P. fails to attend to customer's complaints.....                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 26 |                             |
| 23. There is no improvement in service over the years.....                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 27 |                             |
| 24. I get irritated whenever I go to pay at the S.P.'s outlet.....           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 28 |                             |
| 25. There is no improvement in attending to customer's complaint.....        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 29 |                             |
| 26. There is lack of staff to attend to customers at the S.P.'s outlets..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 30 |                             |
| <b>Behavioural Gaps</b>  |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                             |                             |
|  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |                             |                             |
| 27. There is no consistency in the service provided.....                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 31 |                             |
| 28. The staffs at the S.P. outlets are not trained.....                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 32 |                             |
| 29. Management do not set sufficient staffing levels during peak hours.....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 33 |                             |
| 30. Staff behaviour is very inconsistent at S.P.'s outlets.....              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 34 |                             |
| <b>Perception Gaps</b>   |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                             |                             |
|  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |                             |                             |
| 31. My perception of the S.P.'s performance is excellent.....                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 35 |                             |
| 32. S.P.'s in Malaysia have " A Passion for Excellence ".....                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 36 |                             |
| 33. My S.P. has very bad personal service, unhelpful and uncaring.....       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 37 |                             |
| 34. If I had a choice I would look for a better S.P.....                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 38 |                             |
| 35. I am always upset when I call my S.P. for help.....                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 39 |                             |

**Section D: BREAKDOWN**

**Official Use Only**

36. Which one of the following best describes when your handphone breakdowns

- At or near to my home.....  1
- At home of friends/relatives.....  2
- In town/cities.....  3
- Car Park.....  4
- At a garage.....  5
- At a building construction site.....  6
- At Office.....  7
- Other locations.....  8

40

37. What were the temperature when the communications are bad?

Temperature

- Very Hot.....  1
- Warm.....  2
- Cool/Cold.....  3
- Very Cold/frosty.....  4

41

38. What was weather when the communications were bad ?

- Raining.....  1
- Misty.....  2
- Cloudy.....  3

42

39. How many time do you have to dial before you get a connection ?

- Once only.....  1
- Twice.....  2
- Three times.....  3
- Four times.....  4
- More than four times.....  5

43

**Section E: CONNECTION**

40. When you sign up from a service provider, how long do you have to wait to get the first connection

- Within seconds.....  1
- Within few minutes.....  2
- Within few hours.....  3
- Within a day.....  4
- More than a day.....  5

44

41. How acceptable did you find this wait ? Would you say it was.....?

- Completely acceptable.....  1
- Very acceptable.....  2
- Quite acceptable.....  3
- Neither acceptable or unacceptable.....  4
- Quite unacceptable.....  5
- Very unacceptable.....  6
- Completely unacceptable.....  7

45

42. Would you agree that there are frequent cuts in connection and third party interferences?

- Totally agree.....  1
- Somewhat agree.....  2
- Neither.....  3
- Somewhat disagree.....  4
- Totally disagree.....  5

46

**Section F : YOUR OPINION ON THE STAFFS OF THE SERVICE PROVIDER**

43. Please could you rate your opinion of the Service Provider on the following features, using a scale of 1 to 10, where 10 is the most positive and 1 is the most negative answer.

|                               |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                               |                             |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------|-----------------------------|
|                               | 10                       | 9                        | 8                        | 7                        | 6                        | 5                        | 4                        | 3                        | 2                        | 1                        |                               |                             |
| a. Efficient                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Inefficient                   | <input type="checkbox"/> 47 |
| b. Courteous /Polite          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Rude/Abusive                  | <input type="checkbox"/> 48 |
| c. Helpful                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Unhelpful                     | <input type="checkbox"/> 49 |
| d. Professional               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Unprofessional                | <input type="checkbox"/> 50 |
| e. Warm / Friendly            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Cold/Unfriendly               | <input type="checkbox"/> 51 |
| f. Respectful                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Patronising/Condescending     | <input type="checkbox"/> 52 |
| g. Reassuring / Calming       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Brisk/Abrupt                  | <input type="checkbox"/> 53 |
| h. Concerned /Interested      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Unconcerned/Not interested    | <input type="checkbox"/> 54 |
| i. Keen to solve my problem   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Unenthusiastic                | <input type="checkbox"/> 55 |
| j. Knew his job/knowledgeable | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Didn't know what he was doing | <input type="checkbox"/> 56 |

44. How do you think the service you received from the Service Provider compared with your expectations ?

Much better than I expected.....  1  
 A little better than expected.....  2  
 As I expected.....  3  
 A little worse than I expected.....  4  
 A lot worse than I expected.....  5

57

45. Overall how satisfied or dissatisfied were you with the service you received from the Service Provider ?

Completely satisfied.....  1  
 Very satisfied.....  2  
 Satisfied.....  3  
 Neither satisfied nor dissatisfied.....  4  
 Dissatisfied.....  5  
 Very dissatisfied.....  6  
 Completely dissatisfied.....  7

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**Section G : SERVQUAL QUESTIONS**

| Tangibles  | Strongly disagree        | Strongly Agree           |                             |
|--|--------------------------|--------------------------|-----------------------------|
|  | 1                        | 10                       |                             |
| 46. Excellent companies will have modern-looking equipments.....                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 59 |
| 47. Employees at excellent companies are always well dressed.....                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 60 |
| 48. Excellent companies have excellent physical facilities.....                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 61 |
| 49. Excellent companies have excellent pamphlets and service materials.....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 62 |
| <b>Reliability</b>   |                          |                          |                             |
| 50. Excellent companies will always live up to their promise...                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 63 |
| 51. Excellent companies will show sincere interest in solving their customer's problems..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 64 |
| 52. Excellent companies will always do it right the first time....                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 65 |
| 53. Excellent companies will provide services at the times they promised to do so.....       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 66 |
| 54. Excellent companies will insist on error free records.....                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 67 |

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| Responsiveness   |   | Strongly disagree        |                          |                          |                          |                          |                          |                          |                          |                          |                          |                             | Strongly Agree              | Official Use Only |
|------------------|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|-----------------------------|-------------------|
|                  |   | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |                             |                             |                   |
| 55.              | Employees of excellent companies will give prompt services to customers.....          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> 68 |                   |
| 56.              | Employees of excellent companies are always willing to help.....                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 69 |                             |                   |
| 57.              | Employees of excellent companies never too busy to attend to customer's problems..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 70 |                             |                   |
| 58.              | Excellent companies will tell customers exactly when services will be performed.....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 71 |                             |                   |
| <b>Assurance</b> |   |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                             |                             |                   |
| 59.              | Employees of excellent companies instil confidence on customers.....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 72 |                             |                   |
| 60.              | Employees in excellent companies are knowledgeable to answer questions.....           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 73 |                             |                   |
| 61.              | Customers of excellent companies will feel safe in their transactions.....            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 74 |                             |                   |
| 62.              | Employees of excellent companies will be consistantly courteous.....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 75 |                             |                   |
| <b>Empathy</b>   |   |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                             |                             |                   |
| 63.              | Excellent companies will give customers individual attention.....                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 73 |                             |                   |
| 64.              | Excellent companies will have operating hours convenient to customers.....            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 74 |                             |                   |
| 65.              | Excellent companies will give customers personal attention.....                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 75 |                             |                   |
| 66.              | Excellent companies will have customer's best interest at heart.....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 76 |                             |                   |
| 67.              | Excellent companies understand specific needs of customers.....                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 77 |                             |                   |

**Section G: RECEPTION**

|   |  | Strongly disagree        |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          | Strongly Agree              |  |
|---|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--|
|   |  | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       |                          |                             |  |
| I get clear reception.... ( for question 68 - 71 )  |  |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                             |  |
| 68.   | only along the highways                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 78 |  |
| 69.   | only along outside buildings                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 79 |  |
| 70.   | inside enclosed areas                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 80 |  |
| 71.   | anywhere outside enclosed areas                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 81 |  |
| I am able to dial out..... ( for question 72 - 75 ) |  |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                             |  |
| 72.   | only from outside enclosed areas                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 82 |  |
| 73.   | from enclosed areas                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 83 |  |
| 74.   | from anywhere and get clear connections          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 84 |  |
| 75.   | I can receive from anywhere under any conditions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> 85 |  |