

KEHENDAK DAN KEPUASAN PELANGGAN IPTA TERHADAP PERKHIDMATAN TELEKOMUNIKASI MAXIS

(The Requirements and Satisfaction of Public HEI Customers
Towards Maxis Telecommunication Services)

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ABSTRAK

Kajian ini mengkaji tahap kepuasan pelanggan terhadap perkhidmatan Maxis menggunakan Analisis Kepentingan-Prestasi (AKP) dan Analisis Kontras Hukuman-Ganjaran (AKHG). Sampel kajian terdiri daripada 325 pelajar institusi pengajian tinggi awam (IPTA). Instrumen kajian yang digunakan adalah borang soal selidik yang mengandungi tujuh faktor yang dibina untuk tujuan analisis yang meliputi kos perkhidmatan, liputan rangkaian, promosi rangkaian, kaunter perkhidmatan pelanggan, perkhidmatan pelanggan di laman sesawang, operator perkhidmatan pelanggan dan perkhidmatan lain yang ditawarkan. Kajian ini melihat tahap kepentingan dan tahap kepuasan pelanggan terhadap atribut-atribut yang dikemukakan mengikut skala Likert 1 hingga 7. Hasil kajian mendapati bahawa terdapat beberapa faktor yang perlu diberi penekanan dan dilakukan penambahbaikan bagi mencapai tahap kepuasan pelanggan dan sekaligus meningkatkan mutu perkhidmatan Maxis di Malaysia.

Keywords: tahap kepuasan pelanggan; analisis kepentingan-prestasi; analisis kontras hukuman-ganjaran

ABSTRACT

This study examined the customer satisfaction on Maxis Services using Importance-Performance Analysis (IPA) and Penalty Rewards Contrast Analysis. 325 respondents from public higher education institution (PHEI) students were selected randomly. The instrument of this study is questionnaire that contains seven factors for analysis including service cost, network coverage, network promotion, customer counter services, website customer services, operator services and other services. This study observed the level of importance and satisfaction of customers on the attributes stated using 1 to 7 Likert's scale. The result shows that there are some factors that need more emphasis and improvements to achieve customer's satisfaction and hence increase Maxis quality of services in Malaysia.

Keywords: customer satisfaction; importance-performance analysis; penalty rewards contrast analysis

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