

RELATIONSHIP BETWEEN CUSTOMER'S NEEDS OF JUSTICE AND CUSTOMER EXPERIENCE IN DELIGHTING CUSTOMER

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Abstract – Telecommunication is one of the leading industries in Malaysia. Telekom Malaysia Bhd as the leader and service provider in this industry besides Maxis and Celcom. This study focuses on Unify services which provide land line services for household. Delighting customer has been the utmost priority of Telekom Malaysia Bhd, while the customers have several type of needs, namely (i) needs of justice, and customer experience as according to Schneider and Bowen (1999) that needed to be fulfilled in order for the customer to be delighted. Accordingly aims to analyse the relationship between these need of justice and customer delight and to the mediating variable of customer experience on this relationship The objectives of the study is (i)To determine the relationship of the needs of justice on customer experience towards customer delight (ii)To investigate the relationship of customer experience on customer delight, (iii)To examine the mediating role of customer experience on the relationship between the needs of justice and customer delight. . The multiple regression analysis has recorded that the customer delight and the need of justice has partial mediation with customer experience as the mediator for this study. More research are needed in studying the needs of customer and customer delight.

Keywords – Telecommunication, Telekom, Malaysia