

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

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Abstract-Telecommunication is one of the leading industry in Malaysia. Telekom Malaysia 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 , while the customer's have the needs which are (i) needs of justice , (ii) needs of security and (iii) needs of self esteem as according to Schneider and Bowen (1999) that needed to be fulfilled in order for the customer to be delighted. Hence this study focuses on analysing the relationship these needs and customer delight with mediating variable of customer experience. for the purpose of this study only the need of security will studies. The objectives of the study is (i) To determine the relationship of the needs of security on customer experience towards customer delight, , (ii) To examine the mediating role of customer experience on the relationship between the needs of security and and customer delight. . The finding shows that all domains showed a high and quality reliability analysis outcome with Cronbach`s alpha of more than 0.70. Besides, the factor analysis has recorded that the customer delight was significantly influenced by the needs of security as a full mediation, More research are needed in studying the needs of customer and customer delight.

Keyword- Customer Delight, Customer Security, The Need Of Security, Customer Experience, Delighting Customer.

I. INTRODUCTION

One of the primary industries in Malaysia is the telecommunications sector. A few service providers, including Celcom, Maxis, and Telecom Malaysia, have been competing with one another to lead this sector. Strategies and tactics have been examined and developed to find solutions for the environment and factors that could keep present customers and draw in new ones. Businesses in this sector have provided clients with a range of customer care options, such as after sales services and management that comes with free gifts. These actions are being done in an effort to satisfy the clients. The service business can ensure that its customers will remain loyal and innovative by providing them with exceptional customer service.

Telekom Malaysia (TM), also referred to as GLC enterprise, is a government-led enterprise. TM is regarded as a leader in the telecommunications sector as well. TM has experienced great changes over the years, including a transformative year. The consumer is the top focus for TM. Every TM vision, purpose, or motto will emphasize the value of the consumer. Presently, TM's goal is to be the customer's preferred service provider by offering the best value to all stakeholders, including the consumer. To reach the goal, TM has made the decision to lead the communication sector and to put a strong emphasis on customer service. Using the best solution, fostering positive relationships with industry partners, and investigating prospects in Asia Pacific and other regions.

As the industry leader, TM has placed a high value on adding value for its stakeholders by continuously improving the quality of its customer service, enhancing the customer experience, and prioritizing operational productivity and efficiency. The actions made to boost Unify speed from 20Mbps to 800Mbps for more than 800,000 Unify residential users demonstrate the seriousness of TM's customer-pleasing strategy (www.tm.com). The household fix line, the study's focus. Is selected Unlike mobile cellular lines, which use radio waves for communication, fix lines are landline telephones that employ a metal wire or optical fiber telephone line for transmission.

Research Objectives

1. To determine the relationship of the needs of security on customer experience towards customer delight.
2. To investigate the relationship of customer experience on customer delight.
3. To examine the mediating role of customer experience on the relationship between the needs of security and and customer delight

Research questions

1. What is the relationship between the needs of security and customer experience?
2. What is the relationship between customer experience and customer delight?
3. Does customer experience mediate the relationship between the needs of security and and customer delight?

Customer Delight in the Service Industry

[1] Define the notion of "customer delight," which combines unexpected levels of surprise or excitement with pure joy from amusement and contentment. A few ways to satisfy customers include attending to their needs, showing them extraordinary kindness, having staff members who are competent, empathetic, accountable, and capable of critical thought [2]. [3] lends support to this claim. According to the researchers' findings, pleasing clients primarily involves a sense of surprise and excitement. That is, ability alone causes delight, but fulfillment leads to both happiness and amazement. The element of surprise and delight completely supersedes delight for any amount of money. Interestingly, customers with higher recurrence rates report a more grounded relationship between joy and delight [4], which suggests that businesses should aim for a reasonable customer delight strategy. Businesses should realize that they don't need to surprise customers on every occasion; instead, they should make sure they don't miss any anticipated joyous occasions. These arguments and conclusions demonstrate the requirement for an organization or business to be laser-focused and cognizant of the pleasure component. Beyond only ensuring client happiness, delighting customers goes beyond that. The corporation or organization must create a plan and carry it out to guarantee that clients are satisfied and stay as their elighting Customers, instead of fulfilling them, is a superior approach to draw in visitors and guarantee unwaveringness Customer delight can be said a step

ahead then customer satisfaction as [5], in his research. agrees with the notion that "customer delight" entails going above and beyond fulfillment and involves a pleasant experience for the visitor. [7], [5]; [8] further state that "customer delight" is an emotion that consists of joy and excitement, thrill or exuberance. Researchers with opposing viewpoints include Ali, [9] and [10], who contend that if a customer's wants are met to the utmost, the anticipated outcome would be extraordinary ([11]; [12]; [13]). According to the disconfirmation hypothesis of customer satisfaction and loyalty, this is dependable ([14]; [15]). Customers' needs progress throughout time. Satisfying such needs will lead to client loyalty, while exceeding such needs may result in customer delight. customer enjoyment or delectation is characterized as an unrivaled level of consumer loyalty and the way to genuine customer unwaveringness ([16]; [17]; [18]). The researcher tried a hypothesis of enjoyment on two specimens of administration customers which are ensemble goes and untamed life park benefactors. Their structure speculated that joy would be capacity of shockingly high positive disconfirmation, excitement and positive influence (pleasure).

Needs of Security and Customer Experience

The needs of security, is basic needs for any human being. Customers whom does not felt secured purchasing services or products from the provider would not have intention to repurchase the services or product from the provider ([19]; [20]). According to the basic needs of Maslow's hierarchy, after the fulfillment of the needs of essential such as air for breathing, water food, shelter and clothing, the needs of safety will dominant one's mind before making any decision. The needs of safety and security in this hierarchy includes (i) Financial security (ii) personal security (iii) Health and well-being and safety net over mishaps/ailment and their antagonistic effects.

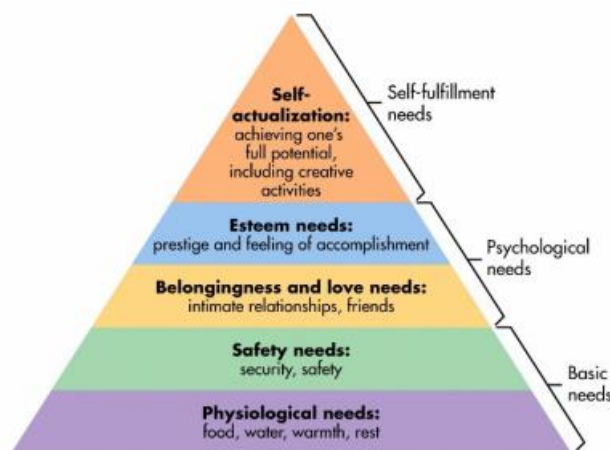


Figure 2.1. Maslow hierarchy of needs

As a service provider deals much in getting data of the customer which may include personnel, financial and wealth data. customers' needs to have the security to enable them to develop a close relationship with the service provider. Customers will be reluctant to provide this information if the security supplied by the service provider is insufficient ([21]; [22]). The service provider or organization should provide a sense of security in order for the customer to trust with their details or data ([23]; The security threats may be within the organisation which are internal or it may be from external threat. The organisation should focused to the internal treat as external threat are uncontrollable as nature disaster. Internal security are such as security carelessness, security errors, security negligence, security carelessness and security attack ([24]; [25]). In order to minimise these threats, organisation should implement necessary steps such as awareness training programme among the employee about the risks of security and their duties towards customer [26]. [27] and [28] concludes that, in order to 'delight' the customer, the organisation or the service provider should give importance to the 'security' factor. Are the customers are delighted, customers will be able to retain with the existing service provider rather than switching to other organization [29]. Furthermore, once the

customer felt the existence of security the profit margin will increase [30]. On the hand if the organisation's reputation would be at stake if the customers felt threaten and switch to other organisation [31].

II. METHODOLOGY

The aim of the study is to seek the relationship between the three needs which are the needs of security to customer delight with mediating of customer experience in Telekom Malaysia Based on the literature review, together with Relationship Marketing Theory and The three tier needs framework the proposed research framework is presented as follows:



Figure 1: Research Framework

The data for the analysis is collected by using distribution of questionnaire manually, emailed questionnaire and by using Google doc. The questionnaire are sent to TM customer whom are using fix lined internet as the purpose of the study are: To determine the relationship of the needs of security on customer experience towards customer delight and to investigate the impact of customer experience as a mediating variable on the relationship between the the needs of security and and customer delight.

The respondent in this research will be chosen based on probably simple random method. This method can be simplified as representation of an unbiased of a group. A sample of simple random would be a group of 25 employees will be selected from a company of 250 employees. For the aim of this research, 800 questionnaires was distributed in order to gain 367 [32] returned questionnaire, accordingly So in case simple random method will be used. Simple random sampling, has the least bias and offers the most accurate result [33].

A total of 209 respondents were gathered in this study. This study has a majority of 54% (113) of female respondents while only 46% of male respondents. In Table 1 showed more than 30% of respondents for age less than 20 years (32.5%), followed by 28.7% of those who age between 21-29 years and 13.9% of age 30-39 years. The minority for this study were respondent of age more than 60 years with only 3.8% (8 respondents). Furthermore, more than half of the total respondents were Diploma graduates with 53.1%. The second highest were respondents with Masters and above and SPM holders with 15.3% and followed by Degree and STPM holders with 14.8% and 1.4% respectively. The final figures represent the year of service experience with telco company. Those respondents who had use the telco service for less than 1 year and between 2-5 years were the majority with 28%. The second highest were the loyal respondent with the telco company with experience of more than 10 years (24%) and only 20% for those who had an experience between 6-10 years.

III. RESULTS

Table 1: Descriptive Statistics of Respondents Background

		Frequency (N=209)	Percentage (%)
Gender	Male	97	46.4
	Female	112	53.6
Age	20 or younger	68	32.5
	21 - 29 years	60	28.7
	30 - 39 years	29	13.9
	40 - 49 years	28	13.4
	50 - 59 years	16	7.7
	60 years and above	8	3.8
Education level	SPM	32	15.3
	STPM	3	1.4
	Diploma	111	53.1
	Degree	31	14.8
	Master and above	32	15.3
How long have you been subscribing Fix line services from Telekom Malaysia ?	Less than 1 year	59	28.2
	2 - 5 years	58	27.8
	6 - 10 years	41	19.6
	More than 10 years	51	24.4
	Total	209	100.0

A seven likert scale questionnaire were used for this research which are Very strongly disagree (VSD), Strongly disagree (SD), Disagree (D), Either agree nor disagree (EAND), Agree (A), Strongly agree (SA), Very strongly agree (VSA).

Table 2: Frequency for domain - Needs of security (No of item = 6)

Items	VSD	SD	D	EAND	A	SA	VSA	Average
The Telekom Malaysia staff adapted its procedures to my needs,	0	2 (1.0)	6 (2.9)	20 (9.6)	98 (46.9)	51 (24.4)	32 (15.3)	5.37
The staff made me feel safe and secure.	0	1 (0.5)	4 (1.9)	19 (9.1)	100 (47.8)	48 (23.0)	37 (17.7)	5.44
The staff clarified how my telco package would cover my needs.	1 (0.5)	4 (1.9)	19 (9.1)	107 (51.2)	49 (23.4)	29 (13.9)	0	5.36
I have a calm mind when dealing TM staff	1 (0.5)	3 (1.4)	5 (2.4)	19 (9.1)	105 (50.2)	47 (22.5)	29 (13.9)	5.30
The service providers offers a safe system	1 (0.5)	0	2 (1.0)	18 (8.6)	111 (53.1)	45 (21.5)	32 (15.3)	5.40
The service provider has a excellent after sales service.	1 (0.5)	0	6 (2.9)	24 (11.5)	106 (50.7)	38 (18.2)	34 (16.3)	5.32

* Very strongly disagree (VSD), Strongly disagree (SD), Disagree (D), Either agree nor disagree (EAND), Agree (A), Strongly agree (SA), Very strongly agree (VSA)

Most of them has an average of more than 5.00 which indicate a positive respond. Even though some of the feedback seems to have a negative respond, such as for item No.3 where 11.5% has disagree about the staff which did not clarified how their telco package would cover their needs. However, the other 5 items have recorded an agreement for each item with percentage of more than 85.2% to be agreed about all the statement given.

In this domain, the outcome of the survey has shown an average of 4.00 to 5.33 for all the responses. Two items namely; No.1 and No.3 where the responds shows neither agree nor disagree about the items in domain Needs of justice. No.3 has recorded 43.5% disagreement about the item on promises made by the telco and later they did not keep their promises. However, 38.8% of them agreed about that statement. It shows that more than 1/3 of the respondent agreed about what has been mention in item No.3. In item No.1, 45.5% has agreed that they were charged too much for the procedures as compared to those who disagreed about it (32.6%).

The others items indicate of agreement with mostly they were happy with the services provided, rewards and also commitment given by the telco staffs with percentage of agreement ranging between 77.4% to 87.5%.

Table 3: Frequency for domain - Customer Experience (No of item = 6)

Items	VSD	SD	D	EAND	A	SA	VSA	Average
1 I will not switch to other telco company	0	0	8 (3.8)	26 (12.4)	103 (49.3)	41 (19.6)	31 (14.8)	5.29
2 Overall I am satisfied with the telco services	1 (0.5)	1 (0.5)	3 (1.4)	19 (9.1)	119 (56.9)	37 (17.7)	29 (13.9)	5.30
3 The employees of the telco company understand my specific need	1 (0.5)	0	11 (5.3)	23 (11.0)	114 (54.5)	30 (14.4)	30 (14.4)	5.20
4 The telco company gives me individual attention	0	0	4 (1.9)	20 (9.6)	119 (56.9)	35 (16.7)	31 (14.8)	5.33
5 Employees in the company are always willing to help me	0	2 (1.0)	4 (1.9)	24 (11.5)	118 (56.5)	36 (17.2)	25 (12.0)	5.23
6 The behaviour of the employees in stills confidence in me	4 (1.9)	1 (0.5)	15 (7.2)	35 (16.7)	87 (41.6)	33 (15.8)	34 (16.3)	5.08

* Very strongly disagree (VSD), Strongly disagree (SD), Disagree (D), Either agree nor disagree (EAND), Agree (A), Strongly agree (SA), Very strongly agree (VSA)

Regarding the Customer Delight domain, the findings indicate that a majority of the participants expressed agreement with over 80% of the items. They mostly agreed wholeheartedly on the steps that the service provider will follow should the customer run into any issues. It was also agreed upon that the staff handled the matter with great knowledge. The employees constantly made a sincere effort to meet the needs of the customer. There were just two or three respondents who strongly disagreed with some of the things in this domain.

Table 4: Frequency for domain - Customer delight (No of item = 5)

Items	VSD	SD	D	EAND	A	SA	VSA	Average
1 The service provider staff seeks proactively to solve the customer's problem	3 (1.4)	0	5 (2.4)	24 (11.5)	102 (48.8)	43 (20.6)	32 (15.3)	5.29
2 The staff is knowledgeable and proper in the execution of task.	2 (1.0)	2 (1.0)	5 (2.4)	27 (12.9)	108 (51.7)	38 (18.2)	27 (12.9)	5.20
3 The customer compares the service received from different telco providers and realizes that he or she had received superior service.	0	2 (1.0)	5 (2.4)	27 (12.9)	111 (53.1)	36 (17.2)	28 (13.4)	5.23
4 Employees are particularly personably and friendly	0	1 (0.5)	4 (1.9)	22 (10.5)	111 (53.1)	41 (19.6)	30 (14.4)	5.33
5 The customer's needs has been particularly satisfied (especially esteem).	2 (1.0)	1 (0.5)	5 (2.4)	28 (13.4)	108 (51.7)	34 (16.3)	31 (14.8)	5.22

* Very strongly disagree (VSD), Strongly disagree (SD), Disagree (D), Either agree nor disagree (EAND), Agree (A), Strongly agree (SA), Very strongly agree (VSA)

Pearson Correlation Analysis

Table 5 shows the level of strength for each section studied using Pearson correlation. Based on the analysis, the result shows the value of each correlation ranging between 0.570 to 0.911 for each correlation studied. The Needs of security has a positive and strong correlation between Customer delight (0.825) and Customer experience (0.807).

Table 5: Correlation analysis

	Need of security	Customer delight	Customer experience
Needs of security	1		
Customer delight	0.825**	1	
Customer experience	0.807**	0.911**	1

Simple Linear Regression

The regression analysis showed customer delight (dependent variable) has a significantly influenced by the independent variable namely Needs of security ($\beta = 0.822$, $p < 0.001$)

IV. DISCUSSION

This study set out to seek the relationship between the needs of customers of Telekom Malaysia and customer delight, as well as customer experience with the dependent variable being studied was customer delight. The independent variables were needs of security.

In order to attain the objective, a quantitative survey method was employed whereby the questionnaire was administered to the customers of all broadband users through major mobile service providers in Northern region of Malaysia.

As for the study objective, 'the relationship of the needs of security on customer experience towards customer delight' was studied. On the basis of descriptive analysis, the overall mean value was reported at 5.41, which is considerably above the positive level of perception. Further mediation test revealed that the relationship between needs of security and customer delight was fully mediated by customer experience. The correlation analysis indicated strong positive relationships between needs of security and customer delight and also between needs of security and customer experience (coefficients are between 0.8 and 0.9).

As for the next study objective, the relationship between the mediator, which is customer experience, and the dependent variable, and customer delight, was further observed. The overall mean values of customer experience and customer delight were above the positive level (5.23 and 5.27 respectively). Based on the Pearson correlation analysis, there was a strong positive relationship between customer experience and customer delight, with the highest recorded value of correlation coefficient. This result was supported by further regression analysis indicating the significant positive relationship between customer delight as the dependent variable and customer experience as the independent variable.

V. CONCLUSION

In conclusion, with the competitive marketplace delivering quality to customers is at utmost importance which dictates the needs to continually improve their experience and satisfaction towards the product or service. At the extremes of customers' dissatisfaction or satisfaction in benefiting from the product or service provision, customers would react with either outrage or delight, depending on how their needs are addressed by the providers.

However, the study outcome should be considered in the light of its own limitation. First, the present study is limited in its scope whereby it only explored a single dimension of customer experience as a mediator of customer delight towards the services provided by Telekom Malaysia. In reality, customer experience is a multi-faceted variable which may include social, cultural, and economic aspects. Future researchers should take these elements into consideration when exploring the customer experience and customer delight factor.

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