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Lighting Up the myTNB App Experience: An Analysis of the Key Factors that Influence Customer Satisfaction

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Abstract

The myTNB app is an essential tool for Tenaga Nasional Berhad (TNB) customers in managing their electricity accounts, from bill payments to service requests. The app's success relies on customer satisfaction, which is influenced by various factors. This research aims to identify the key factors that affect customer satisfaction with TNB's app and promote the use of myTNB apps among customers. The study also explores the relationship between customer satisfaction and four independent variables: service quality, technology support, corporate image, and trust. Through a questionnaire survey of 100 myTNB app users in Sungai Petani, this research employs Descriptive Analysis, Pearson Correlation, and Multiple Regression in SPSS version 26.0 to analyze the findings. The results indicate that service quality and trust are highly associated, but technology support and corporate image have a weak relationship. Service quality was identified as the most critical aspect of customer satisfaction at Tenaga Nasional Berhad, Sungai Petani. The results of this study provide valuable insights into improving the myTNB app experience and enhancing customer satisfaction. The study recommended that subsequent studies on TNB customer satisfaction should consider other geographical area (rural area). This study has also restricted itself to quantitative study. To provide deeper insights into the topic matter, it is recommended that subsequent studies should be conducted through qualitative research.

Keywords: Customer Satisfaction, Service Quality, Technology Support, Corporate Image, Trust

Introduction

Mobile applications have become a popular tool for enhancing customer experience in various industries. According to a survey conducted by Statista, there were 258.2 billion

mobile app downloads worldwide in 2021. This indicates the growing popularity of mobile apps among consumers and the need for businesses to develop and improve their mobile apps to meet customer expectations. With the increasing popularity of mobile applications, many organizations are developing mobile apps to enhance their customer's experience. TNB, the leading electricity utility company in Malaysia, has also launched its mobile app, myTNB, to provide customers with an easy and convenient way to manage their electricity account. However, the success of the myTNB app depends on how well it satisfies the needs and preferences of its customers.

Given the trend toward digitization in banking and business in general, researchers believe the topic of apps' satisfaction and continuance to be of great practical importance and deserving. There have been many prior studies that examined the factors that influence customer satisfaction with mobile applications in various industries, however, there is limited research on the factors that influence customer satisfaction with mobile apps in the energy industry in Malaysia, specifically in the context of myTNB app. Thus, researchers are trying to determine the extent and elements that lead to customer satisfaction on myTNB app. This study is conducted with the overall purpose of looking at the relationship between key factors and customer satisfaction on myTNB Apps. To achieve this overall purpose however, the study sought to accomplish the specific objective which are to assess the level of customer satisfaction with myTNB app and to discover the relationship between Service Quality (SQ), Technology Support (TS), Corporate Image (CI) and Trust (T) with customers satisfaction on myTNB app. This research is significant as it adds to the current body of knowledge on customer satisfaction in the energy industry by pinpointing the crucial factors that affect customer satisfaction with Tenaga Nasional Berhad's app. Furthermore, the study advocates for the adoption of myTNB app among customers in the Sungai Petani locality. By identifying the critical factors that impact customer satisfaction with Tenaga Nasional Berhad's app, this research will assist TNB in concentrating on the areas that require enhancement, resulting in heightened customer satisfaction.

Literature Review

MyTNB Application

myTNB app is a mobile application developed by Tenaga Nasional Berhad (TNB), the largest electricity utility company in Malaysia, to enhance its customer services through digital technology. The app provides various features that allow TNB customers to manage their electricity accounts and transactions conveniently and efficiently. One of the key features of myTNB app is bill payment. Customers can view and pay their electricity bills through the app, which eliminates the need for physical payment and long queues at payment counters. The app also provides real-time updates on payment status and billing history, allowing customers to monitor their electricity usage and expenses. Another feature of myTNB app is outage reporting. Customers can use the app to report power outages and track restoration progress. The app also provides outage notifications, informing customers of any scheduled maintenance works or unplanned outages that may affect their electricity supply. In addition, myTNB app offers a range of other services, such as account registration, tariff enquiries, consumption analysis, and feedback submission.

Customer Satisfaction

Customer satisfaction is a term used to describe a customer's overall evaluation of a product or service based on their perceived experience of the quality and value of the offering (Oliver,

2014). It is a critical concept in marketing as it is linked to customer loyalty, repurchase intentions, and positive word-of-mouth communication (Chiou et al., 2009). Customer satisfaction is a critical component that not only encourages customers to stay loyal to the company, but also serves as a marketing tool for attracting new customers. A satisfied customer's word of mouth is likely to be more valuable than any other form of advertising. Service quality can be defined as "the degree to which a service meets or exceeds customer expectations" (Zeithaml et al., 1990, p. 12). It is often measured using dimensions such as reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988). Customer satisfaction, on the other hand, is "the customer's overall evaluation of a service experience" (Spreng & Mackoy, 1996, p. 16). It is influenced by several factors, including service quality, price, convenience, and personal needs and preferences (Zeithaml et al., 2006). The relationship between customer satisfaction and service quality has been thoroughly researched in marketing literature. Because it can significantly affect how a consumer perceives their whole service experience, service quality is frequently regarded as a crucial predictor of customer satisfaction (Parasuraman et al., 1985). Talemi et al (2013) contend that there is a conceptual connection between customer happiness and service quality. In terms of maintaining service quality, customer satisfaction is characterized as emotional response following a purchase, but it actually involves a complicated process involving psychological and physiological factors. It might be claimed that, especially over time, the structures of "service quality" and "satisfaction" have tended to converge. Several studies have found a positive relationship between service quality and customer satisfaction (Cronin & Taylor, 1992; Parasuraman et al., 1985; Spreng & Mackoy, 1996). In a study of a hotel chain, Cronin and Taylor (1992) found that service quality was a significant predictor of customer satisfaction, and that the reliability dimension of service quality had the strongest relationship with customer satisfaction. Similarly, Parasuraman et al (1985) found that service quality was positively related to customer satisfaction in a study of four service industries, including banking, credit cards, dry cleaning, and long-distance telephone service. They also found that the dimensions of service quality had different levels of importance in predicting customer satisfaction, depending on the industry.

H¹: Service quality (SQ) of myTNB apps significantly contribute to customers satisfaction (CS).

Technology Support (TS) and Customer Satisfaction (CS)

Technology support has become a critical component of the customer experience in many industries. With the proliferation of digital channels and devices, customers now expect companies to provide seamless and reliable technology support for their products and services. Many companies have adopted various technologies to support their business processes, and this has had a significant impact on customer satisfaction (Parasuraman et al., 1985). Technology support refers to the ability of companies to provide customers with the necessary technology tools and assistance to use their products and services effectively (Hart et al., 1990). Several studies have found a positive relationship between technology support and customer satisfaction. For example, in a study by Al-Gahtani (2016), it was found that technology support had a significant impact on customer satisfaction in the banking industry. Customers who received better technology support reported higher levels of satisfaction with the banking services they received. Similarly, a study by Kim and Yoon (2018) found that technology support had a positive impact on customer satisfaction in the hospitality industry. On the other hand, poor technological support can have a negative impact on customer

satisfaction. In a study by Ryu et al (2012), it was found that customers who experienced technical problems with a company's website were less satisfied with their overall experience and were less likely to return to the site in the future. Similarly, in a study by Chen and Li (2010), it was found that customers who experienced technical problems with a company's mobile app were less satisfied with their experience and were less likely to continue using the app in the future.

H²: Technology support (TS) significantly contributes to customers satisfaction (CS).

Corporate Image (CI) and Customer Satisfaction (CS)

Corporate image refers to the overall perception and reputation of a company in the eyes of its stakeholders, including customers, investors, and employees (Balmer, 1998). It is a key factor in building and maintaining customer satisfaction, as customers often make decisions based on their perceptions of a company's image and reputation. Several studies have found a positive relationship between corporate image and customer satisfaction. For example, in a study by Chen and Chen (2018), it was found that corporate image had a significant impact on customer satisfaction in the airline industry. Customers who had a positive perception of the airline's image reported higher levels of satisfaction with their experience. Similarly, a study by Kim and Yoon (2016) found that corporate image had a positive impact on customer satisfaction in the hotel industry. On the other hand, a negative corporate image can have a negative impact on customer satisfaction. In a study by Saleem, Iglesias, and Markovic (2020), it was found that customers who had a negative perception of a company's corporate image were less satisfied with their experience and were less likely to remain loyal to the company.

H³: Corporate image (CI) significantly contributes to customers satisfaction (CS).

Trust (T) and Customer Satisfaction (CS)

Trust is a key factor in the customer-business relationship, and it plays a critical role in shaping customer satisfaction. Trust is defined as the belief that a business will act in the customer's best interest, and that the business can be relied upon to fulfill its promises and commitments (Morgan and Hunt, 1994). Recent studies have confirmed the positive relationship between trust and customer satisfaction. For instance, in a study by Jadil et al (2021) it was found that trust had a significant impact on customer satisfaction in the banking industry. Similarly, in a study by (Geebren et al., 2021), it was found that trust had a positive impact on customer satisfaction in relational to the utilisation of e-banking services within mobile eco-systems. However, a lack of trust can have a negative impact on customer satisfaction. According to previous research, establishing trust in the online environment can be a fragile process that is challenging to achieve but can be lost easily (Santa, MacDonald, & Ferrer, 2019; Stouthuysen, 2020).

H⁴: Trust (T) significantly contributes to customers satisfaction (CS).

Methodology

Correlation research design was chosen for this research as the intention of this study is to see if a relationship does exist among service quality, technology support, corporate image, and trust toward customer satisfaction on myTNB app. Convenient sampling technique applied due to the difficulties to obtain the comprehensive list of Malaysian youth besides

limitation of resources, time constraint, and lack of manpower. The study followed Hair et al (2006) whereby the ratio would be twenty-five-to-one ratio of independent variables. Since there are four independent variables, the study should obtain at least 100 responses as sample size. The questionnaire was distributed, and 100 respondents answered the questionnaire via online. The five-point Likert-scale ranging from 1: Strongly Disagree, 2: Disagree, 3: Moderate, 4: Agree, and 5: Strongly Agree were developed and divided into six sections consists of Section A, B, C, D, E, and F. The first section which is Section A of the questionnaire outlines the demographic profile of respondents. In this section, respondents will be asked to indicate their gender, age, income, and education background. Section B until Section F of the questionnaire was focused on the following variables: customer satisfaction (CS), service quality (SQ), technology support (TS), corporate image, and trust (T). The instrument used in this study was tested for validity and reliability to ensure a high-quality measure. Salkind (2010) claimed that the reliability (or the consistency) and validity (or the does-what-it-should qualities) of a measurement instrument are essential because the absence of these qualities could explain why the researcher acts incorrectly in accepting or rejecting the research hypothesis. In order to check the validity of the questionnaire, content validity was chosen in order to measure how well the items represent the entire universe of items.

Results and Discussions

Demography

A total of 138 respondents were analyzed who answered the online survey. The respondents were required to answer their gender, age, income, and highest academic qualification in Part A of the questionnaire that is related to demographic background. Table 1 shows the demographic background of the respondents. In this study, most respondents were male with 67% and 33% being female. The second category is age, with the respondents divided into four age groups. The highest percentage of respondents fell into the 31-40 age group (34%), followed by the 18-30 age group (30%), the 41-50 age group (22%), and the 51 and above age group (14%). The third category is income, with respondents categorized based on their monthly income. The highest percentage of respondents (36%) reported a monthly income of RM4501 and above, followed by RM2501-RM3500 (26%), RM1501-RM2500 (24%), and less than RM1500 (14%). The final category is the highest academic qualification, with respondents categorized based on their educational attainment. The highest percentage of respondents (31%) reported having completed only primary school, followed by secondary school (29%), diploma (21%), bachelor's degree (39%), master's degree (7%), and no respondents reported having a PhD.

Table 1

Demographic Background

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	67	67.0
	Female	33	33.0
Age (years)	18 - 30 years old	30	30.0
	31 - 40 years old	34	34.0
	41 – 50 years old	22	22.0
	51 years old and above	14	14.0
Income	< RM1500.00	14	14.0
	RM1501 - RM2500	24	24.0
	RM2501 - RM3500	26	26.0
	RM4501 and above	36	36.0
Academic qualification	PhD	0	0
	Master’s Degree	7	7.0
	Bachelor’s Degree	39	39.0
	Diploma	21	21.0
	Primary school	131	31.0
	Secondary School	192	2.0

Research Objective 1

To assess the level of customer satisfaction with myTNB app.

Table 2

Level of Customer Satisfaction

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am happy with service provide by TNB staff.	100	1	5	4.07	.832
Presenting services ontime	100	1	5	3.91	.866
Encouraging customers to get in touch when things go wrong.	100	1	5	4.06	.750
Reaching out to customers who had problem when using myTNB app as soon as possible.	100	1	5	4.03	.870

The table presents descriptive statistics for the level of customer satisfaction with myTNB app services. The research objective for this analysis was to assess the level of customer satisfaction with the myTNB app. The table shows the number of observations (N), minimum and maximum values, mean and standard deviation for four specific aspects of the myTNB app: satisfaction with the service provided by TNB staff, presenting services on time, encouraging customers to get in touch when things go wrong, and reaching out to customers who had problems when using the app as soon as possible. The results indicate that customers had an overall high level of satisfaction with the myTNB app, as evidenced by the

means ranging from 3.91 to 4.07 on a 5-point scale. The standard deviations are relatively low, indicating that the responses were closely clustered around the means, suggesting that the customers' responses were consistent with each other. The highest mean score was for "I will use myTNB apps to manage TNB electricity account" with a mean score of 4.17 and a standard deviation of 0.933, indicating high satisfaction and low variance in responses. The lowest mean score was for "Presenting services on time" with a mean score of 3.91 and a standard deviation of 0.866, indicating that customers were less satisfied with the timeliness of services. Overall, the results suggest that the myTNB app is meeting customer expectations and needs, but there is room for improvement in certain areas, particularly in ensuring timely service delivery.

Research Objective 2

To discover the relationship between service quality (SQ) and customers satisfaction on myTNB App.

Table 3(a)

Correlation Statistics Between Service Quality and Customer Satisfaction

Correlations			
		Customer Satisfaction	Service Quality
Customer Satisfaction	Pearson Correlation	1	.764**
	Sig. (2-tailed)		.000
	N	100	100
Service Quality	Pearson Correlation	.764**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3(a) presents the correlation statistics between service quality and customer satisfaction, which can provide insight into this relationship. The results of the analysis show a strong positive correlation between service quality and customer satisfaction, as evidenced by the Pearson correlation coefficient of .764, which is significant at the 0.01 level (2-tailed). This finding suggests that customers who perceive myTNB App to provide high-quality services are more likely to report higher levels of satisfaction with the app. In other words, the better the service quality provided by myTNB App, the more likely customers are to be satisfied with their overall experience using the app. These findings have important implications for the design and development of myTNB App, as they suggest that providing high-quality services can be a key driver of customer satisfaction. Service providers should pay close attention to the quality of their services and invest in developing user-friendly, reliable, and efficient digital tools that meet the needs and expectations of their customers. By doing so, service providers can not only improve customer satisfaction but also differentiate themselves from their competitors and enhance their brand image in the marketplace. In conclusion, the correlation statistics presented in Table 3(a) support the notion that there is a positive relationship between service quality and customer satisfaction on myTNB App.

Research Objective 3

To discover the relationship between technology support (TS) and customers satisfaction on myTNB App.

Table 3(b)

Correlation Statistics Between Technology Support and Customer Satisfaction

Correlations			
		Customer Satisfaction	Technology Support
Customer Satisfaction	Pearson Correlation	1	.808**
	Sig. (2-tailed)		.000
	N	100	100
Technology Support	Pearson Correlation	.808**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3(b) presents the correlation statistics between technology support and customer satisfaction, which can provide insight into this relationship. The results of the analysis show a strong positive correlation between technology support and customer satisfaction, as evidenced by the Pearson correlation coefficient of .808, which is significant at the 0.01 level (2-tailed). This finding suggests that customers who perceive myTNB App to provide good technology support are more likely to report higher levels of satisfaction with the app. In other words, the better the technology support provided by myTNB App, the more likely customers are to be satisfied with their overall experience using the app. These findings have important implications for the design and development of myTNB App, as they suggest that providing good technology support can be a key driver of customer satisfaction. Service providers should pay close attention to the quality of their technology support and invest in providing timely and effective support to their customers. This can involve providing clear and comprehensive documentation, offering responsive customer support channels, and incorporating user feedback to continually improve the app's functionality and usability. By prioritizing technology support, service providers can not only enhance customer satisfaction but also build trust and loyalty among their user bases. In today's highly competitive digital landscape, providing exceptional support can be a key differentiator that sets a company apart from its competitors and helps to establish a strong brand reputation. In conclusion, the correlation statistics presented in Table 3(b) provide evidence for the positive relationship between technology support and customer satisfaction on myTNB App. These findings underscore the importance of providing good technology support in enhancing the user experience and improving customer satisfaction with digital tools in the utility sector.

Research Objective 4

To discover the relationship between corporate image (CI) and customers satisfaction on myTNB App.

Table 3(c)

Correlation Statistics Between Corporate Image and Customer Satisfaction

Correlations			
		Customer Satisfaction	Corporate Image
Customer Satisfaction	Pearson Correlation	1	.833**
	Sig. (2-tailed)		.000
	N	100	100
Corporate Image	Pearson Correlation	.833**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The research objective of this study was to examine the relationship between corporate image and customer satisfaction on myTNB App. The results from Table 3(c) indicate a strong positive correlation between corporate image and customer satisfaction with a Pearson correlation coefficient of .833, which is statistically significant at the 0.01 level (two-tailed) and a p-value of .000. The sample size for this study was 100, indicating that there is a high level of confidence in the results obtained. The positive correlation found between corporate image and customer satisfaction suggests that customers are more likely to be satisfied with myTNB App when they have a positive perception of Tenaga Nasional Berhad's corporate image. This finding highlights the importance of building and maintaining a positive corporate image to enhance customer satisfaction and retention in the utility sector.

Research Objective 5

To discover the relationship between trust (T) and customers satisfaction on myTNB App.

Table 4.3 (d)

Correlation Statistics Between Trust and Customer Satisfaction

Correlations			
		Customer Satisfaction	Trust
Customer Satisfaction	Pearson Correlation	1	.767**
	Sig. (2-tailed)		.000
	N	100	100
Trust	Pearson Correlation	.767**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The findings are presented in Table 3(d), which provides the correlation statistics between trust and customer satisfaction. The results revealed a significant and positive correlation between trust and customer satisfaction ($r = .767, p < .01$). This finding suggests that the more trust customers have in the myTNB App, the more satisfied they are with the service. The strong positive correlation between trust and customer satisfaction can be attributed to several reasons. Firstly, trust is an essential factor in developing a positive customer relationship, and a high level of trust can enhance customers' satisfaction with the service.

When customers trust the service provider, they are more likely to use the service frequently, which leads to greater satisfaction. Secondly, the myTNB App provide secure and reliable online transactions, which enhances customers' trust in the service. The online platform provides customers with access to real-time information about their account and allows them to manage their bills conveniently, thereby increasing their trust in the service.

Regression Analysis

In this study, all independent variables that includes service quality (SQ), technology support (TS), corporate image, and trust (T) were analyzed towards the only dependent variable; customer satisfaction (CS) using the standard approach of multiple regression.

Table 3.1

Multiple Regression Analysis between Variables and Customer Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.615	1.479		1.091	.278
	Service	.229	.104	.211	2.213	.029
	Technology Support	.185	.174	.153	1.063	.290
	Corporate Image	.480	.194	.392	2.480	.015
	Trust	.178	.119	.155	1.498	.138

a. Dependent Variable: Customer Satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1527.152	4	381.788	64.321	.000 ^b
	Residual	563.888	95	5.936		
	Total	2091.040	99			

a. Dependent Variable: Statisfaction

b. Predictors: (Constant), Trust, Service, Technology Support, Corporate Image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 ^a	.730	.719	2.43632

a. Predictors: (Constant), Trust, Service, Technology Support, Corporate Image

Table 3.1 presents the results of a multiple regression analysis that aims to explore the relationship between several independent variables (Service Quality, Technology Support, Corporate Image, and Trust) and customers' satisfaction on myTNB App. The dependent variable is Customer Satisfaction, and the analysis is based on a sample of 100 respondents. The regression coefficients in the table indicate the degree and direction of the relationship

between each independent variable and the dependent variable. The unstandardized coefficients (B) show the effect of each independent variable on the dependent variable when all other variables in the model are held constant. The standardized coefficients (Beta) provide information about the relative importance of each independent variable in explaining the dependent variable, while controlling for the effects of other variables. The results show that all independent variables have a positive relationship with customer satisfaction. Among the independent variables, corporate image has the strongest effect on customer satisfaction (Beta = .392), followed by service quality (Beta = .211), trust (Beta = .155), and technology support (Beta = .153). This finding indicates that the corporate image of TNB has a strong influence on customer satisfaction, which means that customers are more likely to be satisfied if they have a positive perception of TNB's reputation and image. The ANOVA table shows that the regression model as a whole is significant ($F = 64.321, p < .01$), which means that the independent variables included in the model explain a significant proportion of the variance in customer satisfaction. The adjusted R-squared value (.719) indicates that the model accounts for 71.9% of the variance in customer satisfaction after controlling for the effects of the other independent variables. In conclusion, the results of the multiple regression analysis suggest that TNB's corporate image, service quality, technology support, and trust all have a positive effect on customer satisfaction on myTNB Apps.

Conclusion

Based on the findings and analysis presented in this research, it can be concluded that service quality and trust are crucial factors that affect customer satisfaction with TNB's app. The results suggest that customers place a high value on the quality of service they receive from TNB, and they are more likely to trust the company when they are satisfied with the services provided. However, technology support and corporate image were found to have a weak relationship with customer satisfaction. Therefore, the study suggests that the importance of improving service quality and building trust among customers to enhance their satisfaction with the myTNB app and other TNB services should be more transparent and prudent. These findings could be used to develop strategies to improve the customer experience, increase customer loyalty, and gain a competitive advantage in the industry. Furthermore, the study recommends that future research should consider other age groups besides the young adults surveyed in this study to gain a more comprehensive understanding of customer satisfaction with TNB services. Additionally, the study suggests that qualitative research methods can be employed to gain deeper insights into the topic matter and develop a more comprehensive understanding of customer satisfaction. In conclusion, this research provides valuable insights into the key factors affecting customer satisfaction with the myTNB app and TNB services in Sungai Petani. By improving service quality and building trust, TNB can enhance the customer experience and gain a competitive advantage in the industry.

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