

Rabiah ABDUL WAHAB

Universiti Teknologi MARA, Faculty of Business Management, Shah Alam, 40450, Selangor, Malaysia

Tel: +603-5544 4737 E-mail: rabiahaw@salam.uitm.edu.my

Mazlina SUHAIMI

Universiti Teknologi MARA, Faculty of Business Management, Shah Alam, 40450, Selangor, Malaysia

Tel: +603-5544 2000 E-mail: mazlinas@salam.uitm.edu.my

## Abstract

The objectives of this paper are to determine the service quality perceptions and the effectiveness of electronic services and the relationship between training and competencies. Two data collection methods which are questionnaire and observation were used to collect the data for this study. A total of 80 sets of questionnaires were distributed among the users of such services in Melaka, Malaysia. The study indicates that there is a significant positive relationship between training requirements and effectiveness. It can be implied that training of employees in the electric and energy company is a necessity for them to increase their effectiveness. Future work suggested that customer service survey should be conducted among all government and private firms especially Government lead Companies (GLC) so that they can improve their customer services.

Keywords: customer service, time management, effectiveness, quality, training

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