



Universiti Teknologi MARA

**The Quality of Mobile Operator: Students
Perspective**

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ABSTRACT

This study was carried out to make comparison of quality among service provider and to identify factors that influence students to choose a service provider. For this purpose, questionnaires were distributed to UiTM students from faculties like Information Technology and Quantitative Science, Civil Engineering, Administrative Science and Policy Study, Art and Design, Sport Science and Recreation, Accountancy and Office Management to ensure that comparison of quality can be made and factors can be identify. The study was divided into two stages. The first stage was committed to collecting and analyzing data from questionnaires. The second stage, using same procedure, hypothesis were tested based on the variables in selected theoretical model. The finding show network coverage of quality of services among service provider is very important. Even though respondents are giving chance to switch to another mobile operator, most of them chose to be with the same operator. It is hard to determine which factors will strongly influence respondents in order to choose service provider. If looking at the number of respondents who chose “Strongly Agree”, most of respondents chose family and friends. This finding confirms past research that said family and friends is the most influence persons in an individual life. The findings imply that lot of research need to be made among students because they are higher user of these service provider

CHAPTER ONE

INTRODUCTION

1.1 Background of study

The hand phone is seen as personal and not household equipment. This is because hand phones are normally taken away by the main users when they leave the house or office (Malaysian Communication and Multimedia Commission, 2002). The time we are living is maybe one of the most fascinating times to study mobile phone purchasing motives and perception of mobile phone services among mobile operator. Liu (2002) said in his paper one of the factors that will affect customers to choose mobile operator

1.2 Problem statement

We are most likely to hear people whining about their hand phones signal especially during the time when network is desperately needed. According to Malaysian Communication and Multimedia Commission (MCMC) research, performance of mobile operator in this country is above average. According to the same research, generally consumers are not satisfied with the product quality attributes of mobile phone services. How is the quality service in the area of UiTM Shah Alam? There is no research conducted on students although main consumption of this service is students. Stiff competition between Maxis, Celcom and DiGi is well known and all mobile operators have produced marketing strategies that try to outcome each other. Anyway did their marketing strategies successfully influence customers? What are the factors that make users to choose that particular mobile operator? All these questions can only be answer once analysis is made.