CUSTOMER PERCEIVED SATISFACTION AMONG

FOREIGN BROADBAND USER OF

MAXIS COMMUNICATION BERHAD

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"DECLARATION OF ORIGINAL WORK"

I, Ahmira Aznin Binti Ahmad, (I/C Nunmber 860222 – 56 – 5788)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees

- This research paper is the result of my independent work and investigation, except where otherwise stated

- All verbatism extracts have been distinguish by quotation marks and sources of my information have been specially acknowledged.

Signature: _____   Date: _____

LETTER OF SUBMISSION

15TH NOVEMBER 2010

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title **'CUSTOMER PERCEIVED SATISFACTION AMONG FOREIGN BROADBAND USER OF MAXIS COMMUNICATION BERHAD'** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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ABSTRACT

Customer satisfaction means the intention to make future purchases, it is assumed that high levels of attitudinal loyalty are an outcome of high levels of satisfaction.

Satisfaction is defined as an emotional post-consumption response that may occur the result of comparing expected and actual performance or it can be an outcome that occurs without comparing expectations. Satisfaction also leads to attitudinal loyalty. In this research, product and services, coverage, speed and customer service is the factors that can influence customer satisfaction in choosing Maxis to be their chosen broadband provider. Those factors also have been identified in order to investigate whether or no those factors have significant relationship with foreign customer satisfaction towards Maxis Broadband.

The survey conducted at the Maxis Berhad. The sample size for this study is 50 respondents who are all foreigners. Data obtain using two methods that are primary and secondary data. Respondents are required to answer the questionnaire that include the statement regarding relationship between factors and customer perceived satisfaction towards Maxis broadband, Once the necessary data has been collected, the data will be analyzed and summarize in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 14.0 has been used to summarize the data. The results are in the form of reliability testing, frequency and regression analysis.

Based on this research, the result indicates that there are significant relationship between all the factors and customer perceived satisfaction which includes product and services, coverage, speed and customer service. In additional, based on the mean and standard deviation for each factor, the first rank that gives the highest significant level according to their relationship with customer