



**A STUDY ON FACTORS THAT EFFECT FOREIGN CUSTOMER
LOYALTY IN TELEKOM MALAYSIA BERHAD**

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BANDARAYA MELAKA

APRIL 2011



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, Nurul Atiqah Binti Mohamad Azahar, (I/C Number: 870916-38-5254)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally overseas and is not being concurrently submitted for this degree and any degrees.
- This project paper is the result of my independent work and investigation except otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

29th APRIL 2011

The Head of Program
Bachelor of Business Administration
(Hons) International Business
Faculty of Business Management
Universiti Teknologi Mara
No. 110, Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “ **A STUDY ON FACTORS THAT EFFECT FOREIGN CUSTOMER LOYALTY IN TELEKOM MALAYSIA BERHAD**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

NURUL ATIQA BINTI MOHAMAD AZAHAR
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LETTER OF TRANSMITTAL

Nurul Atiqah Binti Mohamad Azahar
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Puan Rahayu Hasan
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Faculty of Business Management
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No. 110, Off Jalan Hang Tuah
75300 Melaka.

Dear Madam,

SUBMISSION OF FINAL REPORT

Enclosed herewith is a thesis entitled “ **A STUDY ON FACTORS THAT EFFECT FOREIGN CUSTOMER LOYALTY IN TELEKOM MALAYSIA BERHAD**”. I hope this thesis will meet requirement and expectation from you and the faculty. Thank you very much for all the guidance and support you have generously rendered upon the completion of the thesis.

THANK YOU VERY MUCH FOR YOUR TIME AND CONSIDERATION.

Yours Sincerely,

NURUL ATIQA BINTI MOHAMAD AZAHAR
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ABSTRACT

The purpose of the study is to determine factors that effect foreign customer loyalty which can contribute as a benchmark for the successful of the TM customer service's quality program imposed by the company. Research work was aimed to examine the relationship between factors that effect customer's loyalty in TELEKOM. This study helped determine whether factors that effect foreign customer's loyalty have any impact to maintaining their customer, be it a positive or negative impact. For this paper, a survey on the impact of factors that effect foreign customer's loyalty were conducted to measure whether or not it has trigger as a reason TELEKOM cannot maintain their foreign customer. 100 respondents were also asked to complete a questionnaire concerning their views on the factors that effect foreign customer's loyalty consists of five sections. The results of this study shows whether there have any relationship between factors that effects foreign customer's loyalty.