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**A STUDY OF CUSTOMER SATISFACTION LEVEL AT TELEKOM  
MALAYSIA**

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## **DECLARATION**

I certify that this thesis and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline

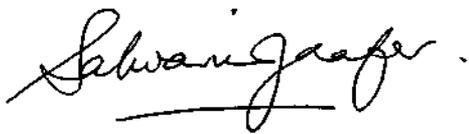
DECEMBER 5, 2005

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## APPROVAL

This proposal is accepted to be pursued under my supervisions.

A handwritten signature in black ink, appearing to read 'Salwani Jaafar', with a horizontal line underneath the name.

PN SALWANI BINTI JAAFAR

21 NOVEMBER 2005

## **ACKNOWLEDGEMENT**

**BISMILLAHIRRAHMANIRRAHIM**

**In The Name Of Allah, Most Compassionate, Most Merciful,**

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## **ABSTRACT**

This research focuses on the efficiency and effectiveness of customer satisfaction survey at Telekom Malaysia. To examines the needs of Customer Relationship Management (CRM) system and analyze the interaction between Telekom Malaysia and customer. Information is gathering through interviews with TM employee, distribute questionnaire to TM customer. This research process involves the whole TM organization, from top management to down, in a closed loop system that integrates all areas of the business, including sales, marketing, service, and customer communications. The information gathered during this study was obtained were primary data: interview and distributing questionnaires and also the secondary data. The findings from this research indicate that Customer Relationship Management (CRM) has implemented in TM. However, all the system used is run without knowing system performance and achievement with customer point of views. For the suggestion, e-Survey web based Customer Relationship systems are developing to improve their satisfaction survey.