



**A STUDY ON CUSTOMER SATISFACTION
TOWARDS STREAMYX'S SERVICE IN KUCHING**

NAZARHAN KHALIT

2001611856

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SARAWAHAN**

MARCH 2005

TABLE OF CONTENTS

	Page
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement	iv
Table Of Contents	
List of Tables & Chart	v-vii
Definition of Terms	viii-xi
Abstract	xii-xiii
CHAPTER 1	
1.0 INTRODUCTION	
1.1 Company History and Background	1-3
1.2 Background of the study	4
1.3 Problem Statement	4-7
1.4 Theoretical Framework	7
1.5 Objectives of the study	
1.5..1 General Objectives	8
1.5..2 Specific Objectives	8
1.6 Research Question	8-9
1.7 Significant of Study	9-10
1.8 Limitation of Study	10-11
CHAPTER 2	
2.0 LITERATURE REVIEW	12-23
CHAPTER 3	
3.0 RESEARCH METHODOLOGY	
3.1 Types Of Data	24-25
3.2 Research Design	25
3.3 Measurement and Scaling	25-26

Abstract

The open internet service provider (ISP) market causes the internet business to be competitive and obvious and each ISP invests an amount of cost to gain more customers. As a result of the increase in consumer consensus, most ISP companies are dedicated to create a variety of newer, faster and more stable internet products and consistently lower the prices. Besides, in order to sustain loyal customers and attract new customers, providing high-quality service becomes the most important strategy. Even though TM Net Sdn Bhd today has taken a great part in streamyx market, it should think much of customers satisfaction and make an effort to provide them with good streamyx broadband network products in term of the reliability and the responsiveness.

Problem arises when the performance of Streamyx is being questioned by the numerous complaints it received mostly from dissatisfied Streamyx customer who feel it does not perform up to their expectations. This study is to explore the level of customer satisfaction towards streamyx service which is the dependent variable whether has any significant relationship with the independent variables in term of reliability and responsiveness.

The structure of this study is constructed based on the concept to SERVQUAL submitted by three scholars like Parasuraman(PZB) but my focus is only on Reliability and Responsiveness and the research is the users of streamyx service in Kuching area with the analytic tool of SPSS software. The purpose of this study is to find out the factors that

CHAPTER 1

1.0 INTRODUCTION

1.1 Company History and Background

Marketing research plays rather an important role of informing the management on why consumers' act the way they do towards their products or services in the market. It is especially crucial in areas involving introduction of new products or services, where management of a company needs to find out the effectiveness of the new products or service offered to the public.

Broadband, simply means speedy Internet accesses for consumers, is definitely not a new thing in the West. *In Malaysia, broadband technology is considered still at its infancy since its widespread rollout in 2002 (Global Information Inc.) The Broadband, which uses **xDSL** technologies such as ADSL and SDSL to connect to the Internet, has advantages over the usual **Dial-up connection**.

Dial-up method of connecting to the Internet is using a dial-up modem, which uses **Public Switch Telephone Network (PTSN)**, as an exchange to connect to the Internet. Among the advantages that broadband offers to the consumer are higher **bandwidth**, which makes it possible for consumer to access to the **Internet** faster, higher data capacity, larger data transmission as well as cheaper as it can minimize network management and administrative overhead.

ADSL (Asymmetrical Digital Subscriber Line) used in broadband allows consumer to simultaneously access the Internet and use telephone or fax at

CHAPTER 2

LITERATURE REVIEW

According to Philip Kotler (2003), Satisfaction is a person's feeling of pleasure or disappointed resulting from comparing products' perceived performance (or outcome) in relation to the person's expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

Kurtz and Clow (1998) described in their book "Service Marketing", the state of satisfaction is determined by how consumers perceive the service they received compared to what they had expected prior to the service. Understanding the various states of satisfaction will help firms understand why they must go beyond customer satisfaction. Merely satisfying customers will not be enough to remain competitive in today's global market.

Evans and Lindsay (2002) discussed in their book "The Management and Control of Quality" in creating satisfied customer, their needs and expectations are translated into output. Expected quality in what the customer assumes will be received from the product. Actual quality is the outcome of the production process and what is delivered to the consumer. Because perceived quality drives consumer behavior, this area is where producers should really center their concerns. Any differences between these two aspects