

**TELEKOM SALES AND SERVICES SDN BHD:
DOES THE COMPANY MATCH THEIR CUSTOMERS'
EXPECTATIONS AND PREFERENCES?
THE COMPANY'S RESPONSIBILITIES TO MAINTAIN
CUSTOMER LOYALTY.**

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ABSTRACT

This paper is an exploratory of the implementation of the building customers' satisfaction to maintain the customer loyalties for TSSSB and TMB. It is begins with the major issues of nowadays in new competitive era customers expect high quality of customer services. The objectives of the study are to know customer complaints, to identify the factor to influence customer to retain their loyalty and to propose and recommend effective strategies to maintain their customers. From the research, customer satisfied with the products and services but they were migrate to other telecommunications subscriber because of attractive offer by them and dissatisfied with counter services in Kedai Telekom. Finally, TSSSB customers service program should reemphasized to face new era of information technology and telecommunication with new regulation and trends that been follow by other telecommunication subscriber companies.

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