



**TELEKOM MALAYSIA BERHAD: A STUDY ON CUSTOMERS'  
SATISFACTION TOWARDS FIXED LINE SERVICES**

**NURDIYANA BT MAT GHANI**

**2002618843**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
MALACCA**

**APRIL 2005**

## ACKNOWLEDGEMENT

First and foremost, I would like to express my highest gratitude to thanks to Allah S.W.T. for giving me the strength and help through thus semester in completing this report.

I am happy and proud to record my gratitude to my loving parents, Encik  
and and also my siblings for giving  
me the support throughout these fears.

This project paper is successfully done with the assistance and support of many people. Without their support and inspiration, , this report would not be possible. I would like to dedicate my appreciation to my advisor, Encik Zaabah Mohamad for his guidance, advice, and valuable criticism. Apart from that, I am also thanking to my second examiner, Puan Nooraini Mohd Sheriff for her attention and advice that helping me to create a more valuable report.

I am also indebted to Prof. Madya Dr. Arshad Hashim for his guidance in using the Statistical Package for Social Science (SPSS) programs, and to all my lecturers in MARA University of Technology for giving me the opportunity to study under their presence.

My sincere appreciation also goes to En. Abdullah Salleh, and also to all staffs of Telekom Retail KualaTerengganu, especially Consumer and Business Sales Division staff, for their kindness, guidance and cooperation in providing me with the useful information towards thesis preparation. During my attachment, I feel fortunate to have gained much valuable experience that provides me with a different working environment that is very useful for my future needs. Without their cooperation and encouragement, this thesis would not be possible.

Lastly, to all parties and individuals who have contributed ideas, suggestions, and comments directly and indirectly. Not forgotten also to all my colleges and friends who provide additional motivation. Your support and opinions are really appreciated.

## **ABSTRACT**

Customer satisfaction is the measurement of what customers expect and what they received. This study is conducted to discover the level of satisfaction amongst Fixed Line customers towards Telekom services, the strengths and weaknesses of Telekom, and to give recommendation to Telekom to improve its quality of services in order to match with customer's satisfaction. Questionnaire, interview, and quota sampling technique are used in this study in order to get accurate information and data. For this study, 100 out of the Telekom's fixed line customers in Kuala Terengganu are selected as the respondents.

The recommendations given are to increase the customers' satisfaction towards Telekom service performance. This includes cooperation with Telekom staff to taking care of the existing problems. Moreover, it is hoped that the basic findings revealed in this study could provide Telekom a better understanding of their existing customers and stimulate them to further explore the subject area.

## **TABLE OF CONTENTS**

	<b>Page</b>
<b>ACKNOWLEDGEMENT</b>	ii
<b>TABLE OF CONTENTS</b>	iv
<b>LIST OF TABLES</b>	viii
<b>LIST OF FIGURES</b>	ix
<b>ABSTRACT</b>	x
 <b>CHAPTERS</b>	
<b>1.0 INTRODUCTION</b>	1
1.1 History of Telekom	1
1.2 Brief Description of Organization	3
1.2.1 Company Vision	4
1.2.2 Company Mission	4
1.2.3 Products and Services Offered by Telekom	4
1.3 TM Customer Services	6
1.4 Fixed Line Services	13
1.5 Problem Statement	16
1.6 Objective of the Study	17
1.7 Significant of Study	18
1.8 Scope of Study	19