



UNDERSTANDING THE EFFECT OF TM
CUSTOMER SERVICE ON HANDLING
CONSUMER COMPLAINT BEHAVIOUR

NORINE BINTI SALIM

BACHELOR OF BUSINESS ADMINISTRATION
(Hons) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

APRIL 2008

**UNDERSTANDING THE EFFECT OF TM
CUSTOMER SERVICE ON HANDLING
CONSUMER COMPLAINT BEHAVIOUR**

NORINE BINTI SALIM

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2008

ACKNOWLEDGEMENT

Alhamdullilah, all thanks and praises are due to Allah S.W.T. for making things possible, for giving me the strength and patience to complete this project paper as a requirement to obtain a Bachelor of Business Administration (Hons) Marketing.

My warmest gratitude goes to lecturers at UiTM Melaka, in particular, Miss Masliana binti Tamrin as my first advisor and Associate Prof Madya Dr Arshad bin Hashim (second examiner), for giving me the most beneficial assistance and offered many comments and suggestions throughout the development of this project paper. I also would like to acknowledge Telekom Malaysia Berhad at Klang, Selangor for allowing me to complete my practical training in Consumer and Sales Department. My appreciation goes to all the staff of Consumer and Sales Department, who gave me access, cooperation and invaluable insights in relation to the relevant information gathered for the study..

I also wish to thank my friends and colleagues who were always there when I needed them the most. I really treasure your honest opinions and encouragement that have put me through good and bad times. Besides that, my best regards and thanks to everyone who participated directly or indirectly in completing this project paper.

Thank you.

ABSTRACT

The purpose of this study is to understanding the effect of TM Customer Service on handling consumer complaint behaviour. It also will help the company to improve employee's skill on handling customers. In this study, researcher used the primary data and secondary data as well to collect the related data. Researcher also used the convenience sampling where 57 of respondents are being chosen to answer the questionnaire. Once the necessary data has been collected, the data will be analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 11.0 has been used to summarize the data. The results are in the form of reliability testing, frequency and cross tabulation.

Based on this research, the result indicates the factors which attitude toward complaining, perceived value of complaining and perceived likelihood of successful complaint influence consumer complaint behaviour. Based on the mean and standard deviation for each factor, first rank that influencing consumer complaint behaviour about *TM* is perceived value of complaining. It is followed equally by attitude toward complaining and perceived likelihood of successful complaint. Other than that, this study also help the company to identify the element that they need to improve in order to create customer satisfaction and the recommendation that come from the researcher can be found in this project paper.

TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	viii
LIST OF ABBREVIATIONS	ix
ABSTRACT	x
CHAPTER 1: INTRODUCTION	
1.1 Background of the Company	2
1.2 Background of the Study	5
1.3 Problem Statement	6
1.4 Research Questions	8
1.5 Research Objectives	8
1.8 Significance of the Study	9
1.9 Scope of the Study	9
1.10 Limitations of the Study	10
1.11 Definition of Terms	11
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	13
2.1 Customer Service	13
2.2 Consumer Complaint Behaviour	15
2.3 Attitude toward Complaining	16
2.4 Perceived Value of Complaining	18
2.5 Perceived Likelihood of Successful Complaint	19
2.6 Theoretical framework	21
2.6.1 Adopted Theoretical framework	23
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Research Design	28
3.2 Data Collection Method	28
3.2.1 Primary Data	28
3.2.2 Secondary Data	29
3.3 Sampling	29
3.3.1 Sampling Technique	29
3.3.2 Sampling Population	30
3.3.3 Sampling Frame	30
3.3.4 Sampling Size	31
3.4 Questionnaire Design	31
3.5 Data Analysis & Interpretation	32