

A SURVEY ON THE UNDER UTILIZATION OF THE  
ABBREVIATED DIALING AND THE 3-PARTY CALL  
FACILITIES AT TELEKOM MALAYSIA'S BATU PAHAT  
2<sup>ND</sup> EXCHANGE.

Mohd. Sofi Bin Hj. Ariffin

91607665

Adv. Dip. In Business Studies (Marketing)

School Of Business & Management

Mara Institute Of Technology

Shah Alam

Selangor

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Mohd. Sofi bin Ariffin  
Adv. Dip. in Business Studies (Mktg.)  
I.T.M., Shah Alam  
Selangor.



## EXECUTIVE SUMMARY

*The survey was done in the TM's Batu Pahat Second Exchange coverage area, on August 25<sup>th</sup> to September 15<sup>th</sup>, 1993. The research was carried out because the researcher found that there was several facilities in the Enhanced Telephone Facilities were under utilization. The Abbreviated Dialing and 3-Party Call Facilities were the among these under utilized facilities.*

*The objective of this research were to identify; the reasons why there was lack of TM's residential customers subscribed the Abbreviated Dialing and 3-Party Call Facilities in Batu Pahat second exchange coverage area; whether the non subscribers of the facilities will subscribe in the future; and a causal relationships with the factors such as, knowledge, monetary, need and want, and perception on the post-purchase satisfaction.*

*The mail and personal interview had been used as the data collection techniques. One hundred filled questionnaires were collected using these techniques. The mail interview was contributed 15 filled questionnaires, while from the personal interview 85 questionnaires were collected. Therefore, the total was 100 filled questionnaires. One hundred respondents, as a sample size, had been chosen from the 12,298 population by using the non probability sample selection. The researcher used a convenience sampling selection in selecting the respondents. One assumption had been made in carrying this research which is, "the customers should aware of the facilities existence before they subscribed the facilities".*

*The findings of this research were; ① nearly half of the respondents (the facilities non subscribers) were unaware with the facilities existence, ② non of the aware-respondents (non subscribers) had a full knowledge about the facilities, ③ approximately half of the aware-respondents had an intention to subscribe the facilities in the future, and ④ the reasons why the aware-respondents did not subscribe the facilities according to the rank of percentage of the respondents agreed; most of the aware-respondents did not need the facilities, more than a half of the aware-respondents felt that the connection fee was too high, nearly half did not agree with the rate of monthly fee, at about two-third of the aware-respondents doubt with the facilities ability to provide a better service, and lastly, a few of them felt the facilities were difficult to be operated.*



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## INTRODUCTION

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### 1.1: BACKGROUND STUDY OF THE PROBLEM:

For 1992, demand for telecommunications services continue to reflect the strong fundamentals of Malaysian economy. According to the `1992 Annual Report of Telekom Malaysia Berhad', Telekom Malaysia (TM) achieved RM3,413.8 million in operating revenue, a 13.6% growth over RM3,004.8 million recorded in 1991. The profit before taxation grew 18.3% from RM1,079.6 million in 1991 to RM1,275.7 million for 1992. The total telephone customer base at end of 1992 also showed a 15.1% growth representing the total of 2,092,000 customers. This is the highest growth rate recorded since 1987. As a result, telephone penetration has gone up from 10 per 100 population at the end of 1991 to 11.6 per 100 population in 1992. The penetration rate in urban areas is 26%.

There has been growth in all the major services. Since the pent-up demand for phones in the residential market is significant, it is expected that growth in this segment will exceed the business sector in future.

Despite the tremendous performance shown above, there are some `disfigurements' that spoil the excellent part of Telekom Malaysia's record. If we look at the performances of some of its `strategic business units' or at its `product level', we may encounter with these