

**“FACTORS THAT INFLUENCE CUSTOMER
SATISFACTION TOWARDS TM STREAMYX
SERVICES”**

NADRAH BINTI NASRUDDIN

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ABSTRACT

Streamyx is Malaysia's broadband access service which is perpetually connected to the Internet with speed bandwidths of 512k up to 2mbps. With this high-speed connectivity, the Streamyx is an ideal tool to support most broadband applications such as, web hosting, video streaming, e-commerce, distance learning and others

This project paper is done to determine the level of satisfaction towards TM Streamyx services, to identify the drivers that influence customer satisfaction towards TM Streamyx and to provide recommendation on how to deliver better services in order to increase customer retention rate.

This study uses descriptive data. Based on the results and findings, a majority of the respondents agree with the quality of service, counter of customers' complaints, call centre and physical facilities. They choose to answer agree because most of the respondents are staff of TM Point, Menara Rebung. However, the staff still needs a training and workshop to maintain their customers' satisfaction.

Other than that, the results and findings for pricing of TM Streamyx show that most of the customers disagree with the pricing of TM Streamyx because the customers perceived that the prices are not competitive. In order to solve the price problem, the company should offer competitive prices and at the same time retain the quality of service and products offered, definitely the customers would be loyal to the company.

CHAPTER 1

INTRODUCTION

1.0 Introduction

Customer Satisfaction can be defined as a customer is satisfied when a product and services meets or exceeds a customer's expectation. Thus, the purpose of this study is to measure level of customer satisfaction towards TM Streamyx.

1.1 Company Background

1.1.1 Company History

TM Bhd was incorporated in 1946 and was then known as Malayan Telecommunications Department. It was then fully owed and managed by the pre-independent government. In 1964, TM Bhd unveiled its own logo and a subsequent change of name to Jabatan Telekom Malaysia (JTM). It was later corporatised and known by the name of Syarikat Telekom Malaysia Berhad (STMB), the nation's first privatised entity. In 1990, Syarikat Telekom Malaysia Berhad changed its name to Telekom Malaysia Berhad (until now) and subsequently listed on the main board of Bursa Malaysia.

Telekom Malaysia Berhad's vision is :

Be the communications company of choice focused on delivering exceptional value to customers and stakeholders.

Telekom Malaysia Berhad's mission is :

- Be the recognised leader in all markets served.
- Be a customer focused organisation that provides one-stop total solution.
- Build enduring relationships based on trust with customers and partners.