

**CUSTOMER PERCEPTIONS TOWARDS THE
QUALITY OF TMNET STREAMYX SERVICES
OFFERED BY TELEKOM MALAYSIA (TM)
BERHAD IN SEREMBAN AREA**

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

**FACULTY OF BUSINESS MANAGEMENT
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2007

ACKNOWLEDGEMENT

Firstly, I would like to dedicate my highest gratitude to Allah S.W.T for giving me strength in order to complete my research. I would also like to thank to my respective advisor, Associate Professor Zaihan Abdul Latip for giving me prudent advice and guidance in shaping my direction to ensure that I could complete the research successfully. Besides that, I also would like to dedicate my special thanks to my second examiner Miss Nor Zehan Abu Bakar and other lectures at UiTM Melaka, especially to Madam Rozita Haji Naina Mohamed, Mr. Norazman Harun, and also Madam Irwani Hazlina Abd. Samad. Their patience, helpful advises, comments and guidance for the completion of this study is very much appreciated.

I would like to take this opportunity to thank to my head supervisor Mr. Zul Helmy Zainal Abidin, Madam Siti Mariam Othman, Madam Muhaini Abdul Wahid, Mr. Adrian Van Huizen and other team in the organization for their generous cooperation and assistance in conducting this research. Not forgetting to my beloved parents and all my other members for their full support. Finally, I would like to express my gratitude to my fellow friends especially Miss Maheswari a/p Nadarajah, Rahil Abdul Jalil, Shukrina Mohd Shariff and that for their continuous support to ensure that I continued growth and success during my study. It was quite hard for me to complete this research without guidance, assistance and support from persons who I mentioned above.

Thank you very much.

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ABSTRACT

The focus of this study is on the service quality of TMNet Streamyx offered by Telekom Malaysia (TM) Berhad. It is because lately there many complaints made by users about its service. This research also study about how far service dimensions give impact on service quality. By using SERVQUAL, 5 dimensions namely tangibility, reliability, responsiveness, assurance and empathy will be used to evaluate the perceptions of customers towards the service quality of TMNet Streamyx.

The research objective is to identify the current level of service quality of TMNet Streamyx services, the factors that influence the service quality of TMNet Streamyx and also to identify the difference of perceptions of service quality among the users of TMNet Streamyx

This research use exploratory and descriptive because an exploratory study is undertaken when not much is known about the service quality of TMNet Streamyx services offered by Telekom Malaysia Berhad. While in descriptive research design it would ascertain and to describe the characteristics of the variables of interest in the impact of service quality towards TMNet services.

The primary data were gathered through questionnaires distributed in Seremban area.

CHAPTER 1: INTRODUCTION

By 2010, the government hopes that 50 percent of household would have fast Internet access. At present, Deputy Prime Minister Datuk Seri Najib Razak said the broadband penetration rate stood at 12 percent for households or 5.5 millions in the country.

Telekom Malaysia (TM) Berhad's subsidiary which is TM Net has offers a service in which use Digital Subscriber Loop / Line (DSL), called as TMNet Streamyx whereby it is a broadband access service which provides 'always on' connection to the Internet with speed bandwidths from 384kbps up to 4.0Mbps and for business packages are from Streamyx SOHO, Streamyx Enterprise (ADSL 1.0M, SDSL 1.5M and ADSL 2.0M) and Streamyx Corporate (ADSL 1.0M, SDSL 1.5M and ADSL 2.0M).

Therefore, to achieve government's target of 50 percent of households would have fast Internet access, it is important to measure the quality of TMNet Streamyx services so that more and more people subscribe this service in the future.

1.1 History of Telekom Malaysia (TM) Berhad

Telekom Malaysia has officially changed its global brand from Telekom Malaysia to TM in April 2005. TM is the largest telecommunication company in Malaysia and also Southeast Asia's