



**MEETING GLOBAL INDUSTRY SERVICE
QUALITY:
SPECIALISED NETWORK SERVICES (SNS)
APPROACH & METHODOLOGY**

**RUHAYU KARTINI BINTI MAMAT
2005751064**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

NOVEMBER 2007

ACKNOWLEDGMENTS

Bismillahirrahmanirahim

Alhamdulillah with the grace and bless from Allah S.W.T. I manage to complete this research. Many people have contributed their time, ideas and suggestions for me in preparing and completing the report. To all individuals involved, I'm indebted and thankful.

First of all, I would like to express my gratitude and appreciation to my advisors, Associate Professor Zaihan Binti Abdul Latip and Cik Norzehan Binti Abu Bakar, for their kind understanding, advice and time for providing me with many helpful comments and suggestions.

Also I would like to thank my Assistant General Manager at Specialised Network Services (SNS), Telekom Malaysia Berhad, Madam Sim Miw Ing and also my supervisor, Fadilah Binti Yusof because of their guideline and required information that they provide for my research and not forget, I would like to thank to all friends for their kindness support.

Last but not least, my family provided support and encouragement that allowed me to complete this task, and I thank them for it. Also for those not mentioned above but have assisted me on this thesis. Thanks to all of you.

TABLE OF CONTENTS	PAGE
DECLARATION OF ORIGINAL WORK	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
1.0 INTRODUCTION	1
1.1 BACKGROUND	1
1.1.1 Introduction of Company	1
1.1.2 Principal Activities	1
1.1.3 Business Overview	2
1.2 PROBLEM STATEMENT	4
1.3 RESEARCH QUESTION	5
1.4 OBJECTIVE OF THE STUDY	5
1.5 SCOPE OF THE STUDY	5
1.6 SIGNIFICANCE OF THE STUDY	6
1.6.1 To the Company	6
1.6.2 To Customer	6
1.6.3 To the Researcher	7
1.6.4 To the University	7
1.7 THEORETICAL FRAMEWORK	8
1.8 HYPOTHESES	10
1.9 LIMITATION OF STUDY	11
1.10 DEFINITION OF TERMS	13
2.0 LITERATURE REVIEW	15
2.1 INTRODUCTION	15
2.2 AN OVERVIEW OF SERVICE QUALITY	15
2.3 MEASURING SERVICE QUALITY	17

ABSTRACT

In this research, the service quality of Specialised Network Services (SNS) is examined. In this study, it examines the service quality dimensions affect sales for every service. From here, the strong and weak factors of Specialised Network Services can be identified.

Exploratory research is used in designing this research. Both primary and secondary data are used for the study. This situation of SNS service quality is being observed and interviews with selected customers are conducted. There are 100 questionnaires are being distributed to the customers. The sampling technique is Simple Random Sampling.

This finding focuses on whether SNS can meet international service quality. From the analysis, SNS can improve the problem by ensure that the product will be functioned all the time. On top of that, SNS should train its worker so that this technology can be used efficiently without any problem. This research finding help SNS to better understand customers need and want. Hopefully, it helps SNS to improve their performance in futures.

1.0 INTRODUCTION

1.1 BACKGROUND

1.1.1: INTRODUCTION OF COMPANY

The TM Group is proud of its long-standing tradition of contributing to society and the nation. Growing from a government department in the early 1940's to where it is today as a major corporate heavyweight on Bursa Malaysia, the TM Group has never shirked from its social responsibilities. Heeding calls from its various stakeholders for assistance in times of need, the TM Group is synonymous with nation-building and community contribution. The TM Group is seriously committed to its social responsibilities which are evident in its efforts to help bridge the digital divide between rural and urban societies, to moving the nation into the digital era, to helping put Malaysia on the world sporting map and towards assisting the needy and less fortunate.

Date of Incorporation: 12 October 1984

1.1.2: PRINCIPAL ACTIVITIES

The principal activity of the Company is the establishment, maintenance and provision of telecommunication and related services under the license issued by the Ministry of Energy, Water and Communications.

Telekom Malaysia Berhad (TM) is an established company in distributing and selling new networks and telecommunication play as provider in Specialised Network Services (SNS) to the aviation, maritime, defense & security sector. Additional services offers by this company are Engineering Logistic System for maintaining the systems.