

**FACTORS THAT CONTRIBUTE TO CUSTOMER
LOYALTY OF CELCOM POST PAID USER
IN KAJANG IN 2008**

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

**FACULTY OF BUSINESS MANAGEMENT
UiTM, MELAKA**

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DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, Hazwani Bt. Ahmad, (I/C Number: 861120-23-6072)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

A handwritten signature in black ink, appearing to be 'Hazwani Bt. Ahmad', written over a horizontal line.

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LETTER OF SUBMISSION

28th April 2008

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“FACTORS THAT CONTRIBUTE TO CUSTOMER LOYALTY OF CELCOM POST PAID USER IN KAJANG IN 2008”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.



Yours sincerely,

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Company

Celcom (Malaysia) Berhad is the oldest telecommunications company in Malaysia. Celcom is one of a member of TM group of companies. Being on of the very few companies in Malaysia to originally obtain a cellular phone license, it successfully introduced mobile telephony in Malaysia through its ART-900 service using first generation NMT-900 technology. It uses identifier of '013', '0148' and '019'.

When the cellular phone market was opened up in 1995, Celcom upgraded to GSM900 service and quickly grew to become the largest mobile phone company in Malaysia until it was overtaken by Maxis.

During the Asian financial crisis in 1997, Celcom's owner, Tan Sri Tajudin Ramli suffered a debt crunch and his shareholding in Celcom seized by Danaharta, that national asset restructuring company. Failure to resolve his debts resulted in the controlling stake in Celcom being sold to Telekom Malaysia, the government-owned incumbent fixed line operator in 2003. Telekom Malaysia proceeded to merge Celcom with its own mobile-operator subsidiary TMTouch through a reverse takeover of TMTouch.

Celcom was originally on the Bursa Malaysia, but after the merger with Telekom Malaysia Berhad, it has remained private.