

STREAMYX COMPLAINT BY CUSTOMERS:

A CASE STUDY IN TELEKOM MALAYSIA BERHAD MELAKA

NUR SYAHIRAH BTE MAHASSAN 2009850826

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

APRIL 2011



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

"DECLARATION OF ORIGINAL WORK"

I, NUR SYAHIRAH BTE MAHASSAN,(I/C Number: 880729-06-5510)

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:

Date:

ABSTRACT

The purpose of this study is to identify what are the problems that have been faced by customers when using Streamyx since it was launched in 2001, what are the causes of those problems happen and also to observe what are the action taken by Telekom Malaysia to overcome complains and to suggest the alternative way to overcome such complaints that reported by customers. Based on the information gathering nd the There are 8 type of complain that have been reported by the customers such as difficult to connect (DSL blinking, DSL off), cannot browse, Error 691-Invalid login ID or password, Error-678-Remote computer did not respond, frequent disconnection/ intermittent, noisy telephone line, slow internet connection as compared to package subscribe and also complain on service quality, and termination not satisfied with services. All the problems that have been faced by customers result from the several causes includes of faulty hardware, suspension of account, incorrect parallel telephone setting, telephone line quality, Internet Service provider network problem and so on.

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLE	v
LIST OF FIGURES	vi
ABSTRACT	vii
CHAPTERS	

1.0	INTRODUCTION AND BACKGROUND OF THE COMPANY					
	1.1	Backg	Background of Telekom Malaysia Berhad			
		1.1.1	Vision & Mission	3		
			1.1.1.1 TM Vision	3		
			1.1.1.2 TM Mission	3		
	1.2	Issue		4		
	1.3	Objec	tives of the study	4		
2.0	LITERATURE REVIEW					
	2.1	Telek	Telekom Malaysia Berhad			
		2.1.1	Product and Services Provided	7		
	2.2	Telek	8			
	2.3	Strea	Streamyx			
		2.3.1	History of Streamyx	9		
		2.3.2	Benefits of Streamyx	10		
		2.3.3	Streamyx Home Basic Packages	10		
			2.3.3.1 Features of Streamyx Home Basic Packages	11		

		2.3.4 Streamyx in – A – Box	13			
		2.3.4.1 Streamyx-In-Box Features	13-14			
		2.3.5 Streamyx Requirement and the connection	14-15			
	2.4	Customer Complaint	15-17			
	2.5	Customer Complaint Behavior (CCB)	17-19			
	2.6	19-23				
3.0	RESEARCH METHODOLOGY					
	3.1	Introduction				
	3.2	Method of Data Collection				
	3.3	Primary Data	25			
		3.3.1 Observation	25			
		3.3.2 Informal interview	25			
	3.4	Secondary Data	26			
		3.4.1 Internet, Journals, Book	26			
4.0	FINDINGS					
	4.1	Introduction	27			
	4.2	Type of Complaints	27			
		4.2.1 Difficulties connecting to Streamyx	28			
		4.2.2 Cannot browse	28			
		4.2.3 Error 691 – Invalid login ID or password	28			
		4.2.4 Error 678 – Remote computer did not respond	28			
		4.2.5 Frequent disconnections	28			
		4.2.6 Noisy telephone line	29			