



UNIVERSITI TEKNOLOGI MARA

**THE STUDY OF FACTORS INFLUENCE
CONSUMER'S ACCEPTANCE TOWARDS HIGH
SPEED BROADBAND BY TELEKOM MALAYSIA
BERHAD, KOTA BHARU KELANTAN**

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DECLARATION OF ORIGINAL WORK

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Hereby declare that:

- This work has not 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.

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ABSTRACT

Modern societies today are very selective in choosing best communications medium or technology for themselves in order to make them more advanced than others.. At the same time they totally follow the technological advancement especially in telecommunications industry. Due to that the researcher conducted this study to identify factors that influence consumer's acceptance towards High Speed Broadband by TM. The factors which are the independent variable are perceived usefulness, awareness and price. Dependent variable is consumer's acceptance towards High Speed Broadband by TM. The objective of this study is to examine impact of each independent variable to its dependent variable as well as to conclude the relationships exist. The researcher used descriptive research design as it attempts to determine perceptions of product or service characteristics. At the same time it also determines the degree to which variables are associated. In collecting the data, the researcher obtains from primary from questionnaires, while secondary data collected from journals, articles, books, reports and internet. Convenience sampling was used for this study as it allows obtaining a sample of convenient elements as well as accessible, easy to measure and cooperative. Due to that 120 respondents selected randomly to answer questionnaires which the researcher focused on TMpoint customers, Telekom employees itself and public at shopping mall. Then the researcher analyzed the data from questionnaires using Statistical Package for Social Science 14.0 Students Version. Data was interpreted and test using frequency distribution analysis. Correlation analysis and simple regression used to test hypotheses. The results show that all three independent variables have positive relationships with dependent variables. In terms of hypotheses testing, all three hypotheses rejected null hypotheses. In fact, other factors may exist such as cost, trend, mobility and value added services. Recommendations outline by the researcher are to focus on competitive advantage like such as focus on offering various service packages to subscribers. Furthermore promotions should be done aggressively and at the same time make service improvement like mobilize and value added services. The researcher lastly hope that further research will be done as it is meaningful to outline the hidden issues and factors that need to be focused by High Speed Broadband provider.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

The research topic that conducted by the researcher is "The Factors Influence Consumer's Acceptance towards High Speed Broadband by Telekom Malaysia Berhad Kota Bharu Kelantan". The contents of this chapter will discuss on the background of the company, problem statement, objective of the study, research objective and question, hypotheses, the scope of the study, significant of the study and limitation or problem faced by the researcher in conducting the study.

1.1 Background Of Study

The term broadband commonly refers to high speed internet access. The Wikipedia, Free Encyclopedia defines broadband in telecommunications refers to a signaling method that includes or handles a relatively wide range of frequencies, which may be divided into channels or frequency bins. Broadband is always a relative term, understood according to its context. The wider the bandwidth, the greater the information-carrying capacity. In radio, for example, a very narrow-band signal will carry Morse code; a broader band will carry speech; a still broader band is required to carry music without losing the high audio frequencies required for realistic sound reproduction. A television antenna described as "normal" may be capable of receiving a certain range of channels; one described as "broadband" will receive more channels. In data communications a modem will transmit a bandwidth of 56 kilobits per seconds (kbit/s) over a telephone line; over the same telephone line a bandwidth of several megabits per second can be handled by ADSL, which is described as broadband (relative to a modem over a