

**A STUDY ON TEMPORARY OUT OF SERVICE CUSTOMERS
AT SOUTHERN JOHOR TELEKOM**

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ABSTRACT

Telekom Malaysia Berhad (TMB) is one of the most established telecommunications company in Malaysia where Telekom Malaysia Berhad (TMB) is a leader in providing variety of innovative and high technology telecommunications products. Despite being a leader in telecommunications Industry, Telekom Malaysia Berhad (TMB) faced some problem. One of the major problems that Telekom Malaysia Berhad (TMB) faced now was temporary out of service customer (TOS). Where temporary out of service customers (TOS) were not interested in continuing their fixed residential phone line service (FRPL) from TMB Southern Johor.

This study was focusing on present customers of Telekom Malaysia Berhad, Johor Bahru especially those who were classified as the temporary out of service customers (TOS). 160 respondents had been selected and all of them were in southern Johor areas. Researcher used non-probability sampling which was convenience-sampling technique.

In this study, the researcher selected the temporary out of service customers (TOS) who were not interested with the FRPL service as a dependent variable. The factors that researcher choose for independent variable were unpaid bill problem, price and customer satisfaction. From the findings and hypothesis testing, researcher found that unpaid bill problem and price were the factors that can influent TOS customers not interested to continue the FRPL service from Telekom. In conclusion, researcher had made some recommendation and suggestion that could helped Telekom Malaysia Berhad (TMB) to face with the problem.

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