

**A STUDY ON DEALERS' PERCEPTION TOWARDS SERVICES
PROVIDED BY TELEKOM CELLULAR SDN. BHD -TMTOUCH**

RAHAIDAWIAH MASOOD

97005753

BACHELOR OF BUSINESS ADMINISTRATIONS (HONS)

(MARKETING)

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITY TECHNOLOGY OF MARA

OKTOBER 1999

DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

9 October 1999

RAHAIDAWIAH MASOOD

ACKNOWLEDGEMENT

Assalamualaikum.... First of all, I would like to express my Syukur Alhamdulillah to Allah s.w.t for blessing on me during this project paper preparation.

Then I would like to thank a lot to my advisor, Mr. Mohd. Rafi Yaakob for all his advice and commitment in helping me to accomplish this thesis. These acknowledgements also dedicated to my supervisor, Mr. Zulkefli Mohamad for his valuable information and ideas.

In this opportunity, I also deeply profound all the staffs at TMTOUCH Eastern Region Kuantan especially Mr. Yasri Yassin for his supported and valuable encouragement. To all my family's members and all my best friends Mrs. Linda, Miss Ita, Miss Yati , Miss Yanti and others with a million thanks also goes to them for their kind attention and friendly relationship.

Last but not least, I also really appreciated to everybody who are direct and indirectly involved in this thesis accomplishment. All the good things come from Allah and any errors are considered as my fault.

ABSTRACT

HO DOKTER
DIBENARKAN

This marketing research study on the dealer's perception towards services provided by TMTOUCH. This study measure on TMTOUCH's dealers regarding their perception on services available at TMTOUCH. Perceptions can be measured by several services provided at TMTOUCH. There are; incentive package, advertising and promotion materials, demolines, registration, training, support and assistance from TMTOUCH personnel and point of sales support that including external and internal signages. The data was collected from TMTOUCH's dealers in Kuantan Town area from June until September 1999. From the population of 37 dealer's outlets in Kuantan Town area, 17 dealers were choosing based on a stratified random sampling. All the 17 respondents answered the questionnaires that had been distributed by the researcher. The researcher had distributed questionnaire to the dealer's outlets during the office hour. After the data from the questionnaire had been collected, the result of the survey was then analyzed. The data and result was presented in frequency table, cross tabulation and chi-square in this report. Each question was analyzed based on the frequency table. On other hand, to test the hypothesis, the cross-tabulation and chi-square rules were used. This hypothesis testing is very important to identify which hypothesis should be selected or rejected either Ho or Hi. From the finding, majorities of the respondents were appointed as TMTOUCH authorized dealer in the year 1997. The survey result also showed that most of dealers also registered as authorized dealer to other telecommunication operators such as Celcom, Digi, Maxis, Mobikom and Time. In the question that identified the importance of services, majorities of

TABLE OF CONTENT

	PAGE
LETTER OF TRANSMITTAL	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	v
LIST OF FIGURES	vii
LIST OF ABBREVIATION	viii
ABSTRACT	ix
CHAPTERS	
1. INTRODUCTION	1
1.0 Introduction	1
1.1 Company Background	4
1.2 Scope of Study	7
1.3 Problem Statements	8
1.4 Objectives	9
1.5 Significance of Study	11
1.6 Hypothesis	12
1.7 Limitation	13
1.8 Definition of Term	15
2. LITERATURE REVIEW	17
2.1 Introduction	17
2.2 Theoretical Concept	17
2.3 Distribution Channel Studies Overseas	20
2.4 Distribution Channel Studies Locally	25
3. RESEARCH METHODOLOGY AND DESIGN	28
3.1 A Framework of Research	28
3.2 Data Collection Method	29
3.2.1 Primary Data	29
3.2.2 Secondary Data	31
3.3 Sampling Technique	33
3.3.1 Population	33
3.3.2 Sample Size	34