

**A STUDY ON CUSTOMERS' PERCEPTION TOWARDS  
QUALITY SERVICES PROVIDED BY TELEKOM  
CELLULAR SDN. BHD. – TM TOUCH, BASE ON THEIR  
EXPECTATION AND THE ACTUAL PERFORMANCE.**

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## DECLARATION

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

1 April 1999



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## ABSTRACT

This study's objective is to analyse the customers' perception towards the quality service provided by Telekom Cellular Sdn. Bhd.- TM Touch. It had been measured by looking at the TM Touch's actual performance whether it is match with customers' expectation before they experienced the service. Among the major issues analysed includes coverage, rental fees, charges rate and also the billing system. The information was collected from TM Touch's subscribers all round Wilayah Persekutuan and Selangor within 3 months period (Dec 1998 until Feb 1999). Out of total subscribers (population), 100 out of this population had been chosen as the respondents based on a stratified random sampling. All the respondents had to fulfil the questionnaires that had been distributed. The distribution of the questionnaires had been done to the subscribers who had came to the Telekom Cellular Taman Segar, Cheras Service Center during business hour. The result of the survey was then analysed and reported based on cumulative data for the three months. The data had been presented in this report by using the frequency table for every question that consist in the questionnaire. This frequencies table had been chosen because it is easier to be interpreted and understand. Mean while for the hypothesis testing, the cross-tabulation and the chi-square rules in order to decide which of the hypothesis should be selected (between  $H_0$  or  $H_1$  ). This report contains survey's result on customers' perception on the quality service of TM Touch base on their expectation and the actual performance of TM Touch. Majority of the respondents 56 percent were male compare only 44 percent were female. This is due to the male lifestyle that is more interested to use hand-phone compare with female. The survey result also shown that majority 58 percent (58 respondents) haven't used other telecommunication service before TM Touch and the balanced 42 percent (42 respondents) had an experienced of others telecommunication services. Majority 38.09 percent (16 respondents) said that their had moderate quality service from other telecommunication services that they experienced before. Majority 21percent (21 respondents), were influenced to advertising and the employee package that had been offered by TM Touch to the staffs. In determining the customers' perception towards the quality service provide by TM Touch, majority of the respondents said that the actual performance of TM Touch is match with their expectation. Most of them rated the TM Touch service as a moderate level. Some recommendations had been suggested for instance, to add more service centre, more promotion effort and upgrade the billing system and coverage.

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