

**A STUDY ON CUSTOMER SATISFACTION ON INTERNET  
SERVICES PROVIDED BY TELEKOM MALAYSIA BERHAD  
AT KUALA TERENGGANU BRANCH**

**SURIANI BINTI MOHAMAD @ KHALID  
2000349255**

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
TERENGGANU**

**OKTOBER 2002**

DECLARATION OF ORIGINAL WORK




**BACHELOR OF BUSSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FALCULTY OF BUSSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGY MARA  
“DECLARATION OF ORIGINAL WORK”**

**I, SURIANI BINTI MOHAMAD @ KHALID, ( I/C Number : 780601-11-5402)**

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 independents work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation mark and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

  
\_\_\_\_\_

Date: 01 OCTOBER 2002

## **ACKNOWLEDGEMENT**

***IN THE NAME OF ALLAH S.W.T, THE MOST GRACIOUS AND DISPENSER OF GRACE....***

First of all, Thanks to the Powerful and Mighty God for blessing me to finish the practical in a good thinking and feeling. Thanks God.

I would like to acknowledge to my advisor, Puan Siti Haryati Binti Shaikh Ali and my Course Tutor in Bachelor of Business of Studies, Encik Norazman Bin Harun for his invaluable advice, comments and constant guidance during the progress of my project paper. Without this guidance, I will not achieve success in finishing this research.

In addition, I also like to express my appreciation and gratitude to Telekom Malaysia Berhad at Kuala Terengganu Branch especially Encik Yusli Bin Yusoff as a Assistant Manager Consumer & Business and my supervisor Encik Tajuddin Bin Abd.Rahman for given me support, assistance and valuable information during my practical training.

## ABSTRACT

The use of Internet technologies is leading to a dramatic change either for personal use or for business purpose. People are increasingly acknowledging the importance of Internet to enhance communication. The number of Internet subscribers are larger at an increasing rate especially after TMnet was introduced and launched its service.

The aim of this study is to identify the level of customer satisfaction on Internet services provided by Telekom Malaysia Berhad at Kuala Terengganu Branch. Satisfaction for these services actually will be measure in term quality of service, benefit and price.

This report will outline the findings, analysis and recommendation based on the set of questionnaires distributed to the customer.

If we look overall, to measure customer satisfaction is one of difficult jobs for all of the company. It is happened because satisfaction is subjective in meaning and different customers have different perception and opinion.

# TABLE OF CONTENT

	Page
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	iii
LIST OS TABLE	v
LIST OF FIGURES	vii
ABSTRACT	viii
LIST OF ABBREVIATION	ix
<b>CHAPTER ONE</b>	
1.0 Introduction	1
1.1 Background of Company	4
1.2 Background and Scope of the Study	16
1.3 Research Problem Statement	17
1.4 Objective of the Study	19
1.5 Significance of the Study	20
1.6 Hypothesis of the Study	21
1.7 Limitation of the Study	24
1.8 Definition of Term	26
<b>CHAPTER TWO</b>	
2.0 Literature Review	
2.1 Customer Satisfaction	30
2.2 Quality of Service	35
2.3 Benefit	41
2.4 Price	44