

**A STUDY ON
CUSTOMER SATISFACTION ON ADAM INTERNATIONAL
ROAMING SERVICE**

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LETTER OF TRANSMITTAL

Bachelor of Business Administration (Hons) (Marketing)
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September, 13, 1997

DR SHAARE ENDUT
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Dear sir,

Re : **Internship Thesis**

Perpustakaan Tun Abdul Razak
Institut Teknologi MARA
Cawangan Terengganu

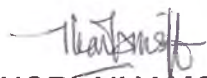
The Business Administration (Marketing) students have started the industrial internship program effective September 19, 1997. By this time they have selected the topic of their thesis as required in the final year of the course.

I hereby enclosed a report entitled " A Study on Customer Satisfaction On ADAM International Roaming Service" The report addresses a research on customers' satisfaction on ADAM International Roaming Service which aims to provide a better understanding of the service performance.

I do hope that this report will meet the requirements and expectation of the school.

Thank you for all the guidance, support and advice you have generously rendered for the completion of this report.

Regards,


NORLAILY MOHD SHARIFF
(ITM ID : 95792752)

UNIT RUJUKAN & PERKHIDMATAN PEMBACA

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To Yusoff, thank you for all the support and invaluable advice.

For all the guidance, assistance and ideas from the name mentioned above, again from the depth of my heart, thank you very much. May Allah bless all of you.

Thank you.

ABSTRACT

The advent of deregulation and competition in the mobile phone industry in Malaysia has brought significant challenges to both incumbent and new carriers alike. Competitive markets demand new innovative product packages and value added services.

ADAM is a brand name of Sapura Digital, one of the mobile phone operators in Malaysia. At present, ADAM offers the most value added services compared with other mobile phone operators. One of its value added services is International Roaming which is an extended facility that allows subscribers to make and receive calls through their handphone in the countries which ADAM has roaming agreements with.

In line with management plans to expand its International Roaming Service, a customer satisfaction survey on this service must be carried out in order to provide a better understanding of the current service performance.

Perpustakaan Tun Abdul Razak
Institut Teknologi MARA
Cawangan Terengganu

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