

**THE ADOPTION AND THE LEVEL OF AWARENESS OF E-SERVICES AT
TM NET SDN BHD**

BY

HAFIZA BT HANIPI

2002238261

A PROJECT PAPER SUBMITTED

FOR THE PARTIAL FULFILLMENT OF REQUIREMENT

BACHELOR OF SCIENCE (HONOURS) BUSINESS COMPUTING

**FACULTY OF INFORMATION TECHNOLOGY AND
QUANTITATIVE SCIENCE
MARA UNIVERSITY OF TECHNOLOGY**

MARCH 2004

~ ACKNOWLEDGEMENT~

In the name of Allah, the Most Gracious and the Most Merciful, Peace be upon the Holy Prophet, Muhammad s.a.w.

I would like to forward my highest gratitude to Allah SWT, for granting me the will and strength to finish this research project. For without His consent, this research project could not have been completed.

I would like also to convey my appreciation to my supervisor, Professor Madya Pn. Hasni Hashim, for her guidance, encouragement, comments, ideas, tolerance and support that led me to produce a better quality of my project. I also to gratitude my appreciation to my thesis coordinator, Pn Mardziah Hashim for the paramount patience and tolerant in guidance me doing this study and give her vital guidance and information of students embarking in this final IT project.

This appreciation also goes to Mr Tan Kheng Hiong, staff of TM NET Company Sdn.Bhd at Cyberjaya and a few staffs who work at the department of corporate strategy and services. Without his help, this research will not be completed. My heartfelt thanks also goes to Dr Isa for inviting me to follow the MSC students to visit TM NET at Cyber Jaya on 20th February, 2004.

I am further indebted to my father Hanipi b Haji Ali, that I always missed at the utmost time and my mother, , for the patience, love and pray she has providing me towards helping me realize my ambition. My sincere gratitude also goes to

ABSTRACT

Since 1995, TMNet Sdn Bhd, in fulfilling the needs for Internet and Multimedia services for Malaysians, has become the nation's leading Internet Service Provider (ISP) and the largest in South East Asia. As an independent business entity and wholly owned subsidiary of Telekom Malaysia Berhad TMNet aim to be more dynamic, agile and market-oriented company with the customers' needs paramount to all that they do. All these urge TMNet to always implement the advance technology in anything concept they want to introduce to their customers. This study was conducted to investigate the adoption of e-services at TMNet and to investigate the awareness of e-services offered by TMNet to makes their customers life more convenience. An interview to the staff at TMNet had been done by the researcher to understand more on the adoption of e-services at their company. From the interview that observation on TMNet websites, researcher found that TMNet adopting a very high standard level of e-services. TMNet e-services can full fill most of the operations that should be provided in e-services system. They also have a quality that e-services websites should have. Although they are not e-commerce websites but they can attract their customers to navigate their websites thoroughly. After that, to evaluate the level of awareness of e-services and to evaluate the level of satisfaction among TMNet customers, researcher distributes about 250 questionnaires to the public randomly to get an accurate data. After a collection of data had completed, the analysis about the level of awareness and the level of customers' satisfaction about e-services start. Based on the findings, researcher found that, 108 respondents from the 121 subscribers of internet account subscribe with TMNet. From the 108 respondents, only 55 among them use e-services. Based from the findings, researcher found that the level of awareness among TMNet customers still at the moderate level. A result of the analysis also shows there growth of the customers' acceptance is at the modest level. It can be concluded that, most of users that used TMNet e-services satisfy with the service provided by the customers.

TABLE OF CONTENTS

	PAGE
DECLARATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF FIGURES	xii
LIST OF TABLES	xiv
1.0 INTRODUCTION	1
1.1 Introduction	1
1.2 Background of the study	2
1.3 Research Problem	4
1.4 Objectives of the study	5
1.5 Scope of the research	6
1.6 Importance of the research	6
1.7 Research Approach and methodology	7
1.8 Limitation of the research	8
1.9 Overview of the research	8
2.0 LITERATURE REVIEW	9
2.1 Introduction	9
2.2 Definition of Pertinent Technology	10
2.2.1 Adoption	10
2.2.2 Level of awareness	10

CHAPTER 1

INTRODUCTION

1.1 Introduction

Service, if strategically managed, directed, and controlled, can be a major source of revenue and profits. Service is not just a mechanism for keeping customers happy but also can be a powerful strategy for penetrating new markets, controlling existing markets, and generating substantial revenues and profits (Blumberg, 1991). The Internet is currently used as a platform through which services are delivered to businesses and their customers (Casati and Shan, 2001). Electronic services (e-services) have appeared on the Internet in the form of E-business sites and portals sites (Amor, 1999). Many companies nowadays are adopting Internet-based services for conducting business transactions including TMNet.

TMNet is the computer network that has been developed by Telekom Malaysia in order to facilitate in providing access to the nation. The adoption of e-services at TMNet Company Sdn Bhd. has showed that the communications industry in Malaysia has been undergoing tremendous change. The growth of Internet as the tools of communications brings a lot of benefits to Malaysian people. TMNet has striving to enhance the quality and longevity of their customer relationships by providing good services, both online and offline. With the growing of Internet, they are increasingly turning their service to the automation software. TMNet responded to changing customer demands from traditional to the click and mortar revolution. These days, e-services become one of the tools to attract more customers. It very important to most companies in Malaysia, to enhance their business environment services from brick and mortar to the click and mortar services.