UNIVERSITI TEKNOLOGY MARA

UNIFI HIGH SPEED BROADBAND: AN EMPIRICAL ANALYSIS OF CUSTOMER SATISFACTION IN MALAYSIA

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ABSTRACT

This study measured customer satisfaction from the perspective of Malaysian consumers towards high speed broadband. UniFi is a product of Telekom Malaysia that offers high speed broadband to Malaysian consumers. The objective of this study is to identify the expectations of UniFi customers, to determine the level of customer satisfaction and to rank which factors influence customer satisfaction the most based on price, stability, speed and customer support and services factors. Theoretical study, empirical study and analysis are the approach used in this study. To measure the customer satisfaction, a set of questionnaire to collect relevant information was created comprising all the important variables. Altogether 104 respondents participated in the survey. Respondents were asked to rate their satisfaction level on UniFi. The collected data were analysed by using SPSS technique namely frequency analysis, descriptive analysis and Kendall's W test. Based on the finding, price, speed and stability meets Malaysian customer expectation, while customer support and service is slightly below expectation. As for customer satisfaction level, customers are satisfied with price, speed and customer support and services while dissatisfied with stability factors. Result showed that speed factor is the most influential factor followed by price, customer support and service and stability factors. Based on the result, Telekom Malaysia should improve their service in the area that they lack of to ensure customer satisfaction towards UniFi. Future work should broaden the scope of study in order to explore other possible factors that may influence customer satisfaction.

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