

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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TABLE OF CONTENTS

	Page
STUDENT'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLES	viii
LIST OF FIGURES	x
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Telekom Malaysia	1
1.2.1 TM Vision	2
1.2.2 TM Mission	2
1.2.3 UniFi	2
1.3 Research Background	3
1.4 Problem Statement	4
1.5 Objective of the Study	5
1.6 Benefit of the Study	5
1.7 Scope of the Study	6
1.8 Research Approach	6
1.9 Research Outline	7

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction	8
2.2 Customer Satisfaction	8
2.3 Factors of Adopting Customer Satisfaction	9
2.3.1 Price Factor	9
2.3.2 Customer Support and Service Factor	10
2.3.3 Speed Factor	10
2.3.4 Stability Factor	11
2.4 Summary	11

CHAPTER THREE: METHODOLOGY

3.1 Introduction	14
3.2 Target Segment	14
3.3 Research Model	15
3.4 Research Approach	16
3.5 Sampling	18
3.6 Customer Satisfaction Factors	18
3.6.1 Price	18
3.6.2 Stability	19
3.6.3 Speed	19
3.6.4 Customer Support and Service	20