



CUSTOMERS SATISFACTION ON MOBILE TELECOMMUNICATION IN KUCHING:
CASE STUDY ON CMS CEMENT EMPLOYEES

VERONICA MELING ANAK AKENG

2013873118

Submitted in Partial Fulfillment of the requirement for the
Bachelor of Business Administration with (Honours) (Marketing)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TECHNOLOGY MARA

KOTA SAMARAHAN

JULY 2017

TABLE OF CONTENT

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
REFERENCES	ix
LIST OF FIGURES	x
LIST OF TABLES	xi
LIST OF APPENDICES	xi
ABSTRACT	xii

ABSTRACT

The purpose of this study is to determine factors that affect customers' satisfaction on mobile telecommunication in Kuching, a case study on CMS employees. Factors related to services like call quality, network coverage, signal strength, internet service, price fairness, customer support service and value-added services are the most significant in determining satisfaction and likelihood to stay or switch to other service provider and also possibility for recommendation to a new user. As mobile telecommunication service has been a part of modern life necessity, the needs to improve the whole service is crucial since almost all daily transactions be it for personal purposes, businesses or government run services depend so much on the efficiency of telecommunication service. With the independent variables; i) call quality, network coverage, signal strength ii) internet service iii) price fairness iv) customer support service and v) value-added services, the researcher will be able to test the significant relationship between the variables and the findings from this study can suggest the determinants in predicting customer loyalty.

Key words: Customer Satisfaction, Telecommunication, Modern Life Necessity, Customer Loyalty, Switch

CHAPTER ONE: INTRODUCTION

1.0 Overview on Mobile Telecommunication

Mobile communication, the term introduced in the nineteenth century, has been a standout amongst the most essential mediums of transmission of data starting with one gadget then onto the next gadgets. This innovation has empowered the transmission through air without requiring any link or wires or other electronic conduit that utilizing electromagnet waves like Radio Frequency, Infrared, satellite and so on.

In the present term, mobile communication innovation alludes to assortment of remote specialized gadgets and advances running from PDAs to PCs, tabs, portable PCs, Bluetooth innovation, printers and so forth.

While in Malaysia, media transmission industry began soon after the First World War with the presentation of phone and transmitted administrations. The business has since forcefully created to end up plainly an advanced media transmission network utilizing fiber optic link, microwave and satellite framework that connect the groups in the country and urban zones.

This has prompt a fast development of different administrations, for example, versatile media transmission radio, trunk radio, paging framework and also information administrations including switching service, fax, datel and so on bringing chances to investigate certain improvement components to depict the future way in the following century to create a country through all accessible and conceivable strategies. The business is not just gaining ground for itself, it is also getting a solid support from the government because of its commitment as an instrument of innovative help for improvement in accordance with national goals.

1.2 Brief History of Mobile Telecommunication

Mobile telecommunication was an enchantment to our precursors yet Marconi could start it with his remote transmit in 1895. The main business cell phone framework was propelled by BELL in St Louis, USA in 1946 with just couple of fortunate clients got the administrations. Early mobile system utilized single high power transmitters with simple analogue system that is called Frequency Modulation that covers only up to 50 miles and subsequently just restricted clients could get the service because of its extreme limitation of data transmission.

To beat the imperatives of data transfer capacity shortage and to offer scope to bigger segments, BELL Lab presented the guideline of Cellular idea. By recurrence reuse procedure this technique conveyed better scope, better utility of accessible recurrence range and diminished transmitter control. Be that as it may, the set up calls are to be given over between station while telephones metal progressing.

Despite the fact that the US based BELL Lab presented the cell guideline, the Nordic nations were the first to present cell administrations for business use with the presentation of Nordic Mobile Telephone (NMT) in 1981.

It might appear to be odd that mobile communication has not advanced further over the most recent 100 years. There were many explanations behind this postponement, yet the most vital ones were innovation, carefulness and government direction.

Mobile services, in light of GSM innovation were first propelled in 1991 in Finland. As indicated by GSM World, today more than 690 mobile network offering GSM services that benefit across 213 nations and GSM represents 82.40% of global mobile connection. It is assessed more than 2 billion GSM cell phone clients worldwide. GSM World references China as the biggest single GSM showcase with more than 370 million clients, trailed by Russia 145 million, India 83 million and the USA with 78 million clients.