

**DISSATISFACTION OF TELEKOM CUSTOMERS TOWARDS
BILLING PROBLEMS. (PAHANG TIMUR REGION)**

**KHAIROL AMIN BIN HJ. MOHD TAHIR
98190750**

**BACHELOR OF BUSINESS & ADMINISTRATION (HONS) (MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**

APRIL 2000.

LETTER OF TRANSMITTAL

BBA (HONS) MARKETING 04
Faculty of Business and Management
Mara University of Technology
18500 Machang
Kelantan Darulnaim.

10th April 2000

En. Mohd. Nasir Bin Muda
Research Project Advisor
Faculty of Business and Management
Mara University of Technology Kelantan
18500 Machang
Kelantan Darulnaim.

Sir,

SUBMISSION OF RESEARCH ON THE DISSATISFACTION OF TELEKOM MALAYSIA
BERHAD CUSTOMERS TOWARDS BILLING PROBLEM. (PAHANG TIMUR REGION)

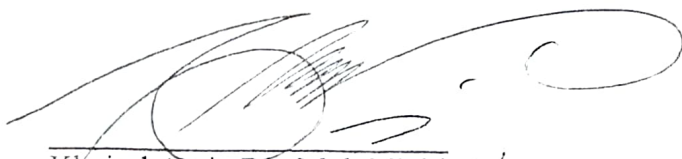
Enclosed here is the internship thesis entitled: The dissatisfaction of Telekom Malaysia Berhad Customers towards Billing Problem.

I do hope this report will fulfill the requirement and expectation of the faculty of business And Management. I really do thank you for all the guidance and support you have generously rendered for the completion of this report.

Hopefully, you will find this report as satisfactory as you expected and I do apologize for any errors and omissions.

Thank You

Yours Faithfully,



Khairol Amin Bin Mohd Tahir. 10/4/00
98190750

ACKNOWLEDGEMENT

“ In the name of Allah, The Merciful, The Beneficent”

Praise to Allah for getting me courage, time and knowledge in completing this internship thesis. I seek refuge with God from the wickedness within and from the evil deeds.

First and foremost, I would like to thank to my respected project advisor Mr. Mohd. Nasir Bin Muda for his continued advise, comments, clarification, ideas, brilliant suggestions and general supervision in preparing this whole report. It would have been impossible without his assistance and guidance.

I would like to express my heartiest gratitude to all Telekom Malaysia Berhad personnel in Kuantan Branch for their cooperation and commitment in providing valuable information, which contribute considerably to the study. I am also greatly indebted to those who have been very helpful in my completing this intership thesis and sincerely appreciate and thoughtful comments from En. Hassan Mohd Nor -Consumer & Business Manager and Pn. Jawariah, Pn. Hanizah and the most workaholic staff Pn. Nor Asiah Mohd Ariffin - Meter Complaint Department for their cooperation in letting me get the data and information needed.

I own a tremendous gratitude to my parents Haji Mohd Tahir Malaka and Hajjah Halimah Haji Hussain who's sacrificed brought me to Lampeter and to my beloved Norhawa Bt Ismail who gives me spirit and strength. My overriding debt is to my crony Mohd Khairul Ismail, Zamzurina Zainnudin, Ruhaila, Zuraini and finicky Rofina Jaafar who provided me with time, support and inspiration needed to prepare this internship thesis.

Above All, I pray that this thesis will benefit those who are interested on the study.

TABLE OF CONTENTS

<u>TITLE</u>	<u>PAGE</u>
ACKNOWLEDGEMENTS	ii
TABLES OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	viii
LIST OF ABBREVIATIONS	ix
ABSTRACT	x
 <u>CHAPTERS</u>	
1. INTRODUCTION	
1.1 Background of Study	2
1.2 Scope of Study	6
1.3 Problem Statement ✓	7
1.4 Objective ✓	14
1.5 Significance of Study	15
1.6 Hypothesis ✓	16
1.7 Limitation	18
1.8 Definitions Of Terms	19
1.8.1 Definitions of Term in Customer Satisfaction Level	19
1.8.2 Definitions of Term in Telecommunications.	21
 2. LITERATURE REVIEW	
2.1 Telecommunication Growth And Evolution	23
2.1.1 Dawn of Local Telecommunication.	24
2.1.2 Pre-war Colonial Period.	25
2.1.3 The existing of Telecommunication department.	26
2.1.4 War and occupation.	28
2.1.5 Post war and independence.	28
2.1.6 Malaysia Telecommunications Development.	29
2.1.7 Thriving in adversity Period.	32
2.1.8 New era in the Malaysian Telecommunication Industry.	40
2.1.8.1 An overview of Cellular Operators.	41
2.2 Telecommunication Trends	48
2.3 Telekom Malaysia Berhad Background	51
2.3.1 Telekom Vision.	51
2.3.2 Telekom Mission Statement.	51
2.4 Customer Satisfaction	62
2.4.1 Precedent Research Finding On Customer Satisfaction.	65
2.5 Customers Complaint	70
2.6 Billing Matters	73
2.7 Billing System	75
2.7.1 Billing Records Start at the Switch	78
2.8 Telecommunications Fraud Issues	80
Telephone Clone.	81

ABSTRACT

Bills charges and customer service are the dominant measure by which telecommunication companies differentiate themselves in the marketplace, as they try to gain customer satisfaction, market share and increase profits. (Leonard L. Beny, A. Parasuraman; 1998) As a major thrust of Telekom in getting ready on competitive market is to improve its customer services; so they had available a Meter Complaint Department in regards to analysts, investigate and handle the customer problem. The billing problem, the focus of this study, will see how overcharging bills towards the customer will affect the customer satisfaction. Telekom Malaysia Berhad needs to handle those complaints that they receive regarding the bills problem. Is it customer satisfied the way the department handle their problem? What customer expected to get when they were making a complaint? Is it Customer still loyal when facing those inconveniences? Equal Access¹, which gives users the choice of using any one of five fixed line operators in the country, effectively breaks Telekom's monopoly in the business. Customer no more loyal to one's telephony since there got many choices in Equal Access. The billing problem will affect the customer loyalty. The research has discovered the seriousness of the billing problems faced by Telekom customers. It also determines the factors that influences customer's satisfaction/ dissatisfaction towards Telekom Billing System. The study had distinguished that; Telekom Billing problems that faced by the customer are independent towards customer satisfactions. This shows that billing problem were not the only determinant in determining customer satisfactions.

¹ With the 'Equal Excess' regime taking effect, customer of all five operator will have the option of using another operator when making long-distances calls and international calls from fixed lines to fixed line.