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**CUSTOMER ACCEPTANCE LEVEL ON THE
TELECOMMUNICATION FIXED-LINE SERVICE (TM HOME
CENTREX) AMONG THE RESIDENTS OF GUARDED AND
GATED COMMUNITY OF SETIA TROPIKA, JOHOR BAHRU**

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ABSTRACT

TM Centrex, a major product of the fixed line services, is primarily targeted to business users. Efforts to introduce the TM Centrex to home users have not been successful due to its stringent and rigid terms and conditions. Therefore, modification of TM Centrex to include features such as intercom, broadband for home users has been implemented to create value added products thus enhancing the utilization of TM infrastructures. This research was conducted to study the acceptance level among the 300 residents of guarded and gated community of Setia Tropika Johor Bahru on the telecommunication fixed lined services TM Home Centrex in the following aspects: *service/product features, customer services, cost saving and value for money, security and safety, and promotion and product awareness*. A survey method using questionnaire was employed and the data collected were analyzed using the Statistical Package for Social Science (SPSS) software. The results show that TM Home Centrex product is well accepted by the residents of Setia Tropika. There is no significant difference in the acceptance levels of the respondent among different gender, race, marital status, occupation, monthly income, home ownership and number of family members staying in the same house. However, a significant difference was observed in the acceptance level among respondents with different academic qualification in term of the *Security and Safety* aspect where the less educated respondents are more concern on safety and security. There is also a significant difference in the acceptance level among Singaporean and Malaysian residents. The Singaporeans have higher expectation on the *Customer Service, Cost-Savings and Value for money, and Security and Safety* aspects.

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CHAPTER I

INTRODUCTION

1.1 Introduction

The customer's demands and preferences are the most important factors in determining the range of products and services to be produced and marketed for the customers. The company which is able to most rapidly address the customer's changing demand will gain the advantage to be the preferred service provider and in that process will acquire the bigger market share. The new world of advance communication, made possible by numerous information technology innovations and creations, dictates that telecommunication companies must constantly improve and enhance their product and services to meet the demands of an increasingly discerning client base.

On 28 September 2007, Telekom Malaysia (TM) currently the major telecommunication service provider announced the de-merging of its current organization into two separate entities as follows (Malaysia Business, 16-31 December 2007):

- a. **RegionCo**, which will include TM's mobile and overseas operation under TM International (TMI), and domestic mobile operation under Celcom (Malaysia) Berhad, and
- b. **FixedCo**, which will retain the current TM's domestic interest in fixed-line voice, data and broadband, Global Business and other non-telecommunications related services under TM Ventures.