



**EMPLOYEE RESPONSIVENESS TOWARDS CUSTOMER
AT TELEKOM MALAYSIA (CONSUMER SALES)
IN KOTA KINABALU**

**ROZIANAH BINTI KULIN
2007128775**

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING),
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH**

OCTOBER 2010

ACKNOWLEDGEMENT

First of all, I would like to thank Allah S.W.T for giving me the strength to make this report completed. My deepest appreciation and gratitude to Marketing Manager of Telekom Malaysia (Consumer Sales), Tuan Haji Mohamad Bustami and his wife Prof. Madya Rosdiana Hj Sukardi for recommending and accepting me at TM.

A special thanks to my first advisor, Associate Prof Datuk Dr. Worrnan Haji Kabul for his patience and willingness to assist and shares ideas and knowledge as well as guides me in doing this research. Not forget to my second examiner, Mr. Franklin Hazley Lai for his willingness to support also in this research.

I would also express my appreciation to the staffs of Consumer Sales at TM Kota Kinabalu for their guides, friendliness and cooperation during doing practical training. I felt very enjoy and comfortable. Not forget to my parents who always giving their morale support and also to my friends (Hazurah Bt Jumatdin, Nurul Fatin Effendi and Sitti Hayatul Nushee Bt Azri) that helping me in sharing their ideas. Thank you.

<u>TABLE OF CONTENTS</u>	<u>PAGE</u>
ACKNOWLEDGEMENT	iv
LIST OF TABLE	v - vi
LIST OF FIGURES	vii - viii
LIST OF ABBREVIATIONS	ix
LIST OF DEFINITION OF TERMS	x
ABSTRACT	xi
CHAPTER 1: INTRODUCTION	
1.1 Background	
1.1.1 Company Profile	1
1.1.2 Background of the Study	2
1.2 Scope of Study	
1.2.1 Area of study	3
1.2.2 Place of Study	3
1.2.3 Target Respondent	3
1.2.4 Period of Research	3
1.3 Problem Statement	4
1.4 Research Objectives	5
1.5 Research Questions	5
1.6 Limitations of Study	6 - 7

1.7	Significance of Study	8
------------	------------------------------	----------

2: LITERATURE REVIEW

2.1	Introduction	9
2.2	SERVQUAL	9 - 10
2.3	Responsiveness	11
	2.3.1 Willingness	12 - 13
	2.3.2 Readiness	14
	2.3.3 Timeliness	15
2.4	Theoretical Framework	16 - 18
	2.4.1 Dependent Variable	
	2.4.2 Independent Variable	
2.5	Summary	19

ABSTRACT

The aim of this research is to study the responsiveness of employees towards its customer at TM (Consumer Sales). Besides that, it is to identify TM customer satisfaction towards the service that had been given and to suggest recommendation to improve employee responsiveness.

There are 120 respondents that divided into two segments which are public higher learning student (UiTM, UMS, Cosmopoint) and working people (government and private sector). Data gathered from fieldworks and analyzed using statistically package of social science (SPSS).