



CONSUMERS' PREFERENCE TOWARD BROADBAND SERVICE

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TABLE OF CONTENT

ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF DEFINITION TERM	xi
ABSTRACT	xii
CHAPTER 1 : INTRODUCTION	
1.1 Background Of Study	1
1.2 Scope Of Study	2
1.3 Problem Statement	2
1.4 Objective Of Study	3
1.5 Research Question	3
1.6 Limitation Of Study	3
1.6.1 Lack of cooperation from respondent	3
1.6.2 Time Constraints	4
1.6.3 Lack Of Knowledge From The Researcher	4
1.6.4 Confidentially of information	4
1.6.5 Inexperience	4
1.6.6 Financial Limitation	4
1.7 DEFINITIONS OF TERMS	5
1.7.1 Broadband	5
1.7.2 Digital lifestyle	5
1.7.3 Bandwidth	5

1.7.4	Wi-Fi	6
1.7.5	Wireless communication	6
1.7.6	Market segmentation	6
1.8	Significant Of Study	7
1.8.1	To the researcher	7
1.8.2	To the telecommunication company	7
1.8.3	To the academician	7

CHAPTER 2 LITERATURE REVIEW

2.1	Customer preference	8
2.2	Broadband Service	8
2.3	Speed	9
2.4	Coverage	10
2.5	Price	10
2.6	Lifestyle	11
2.7	Theoretical Framework	12

CHAPTER 3; RESEARCH METHODOLOGY

3.1	Data Collection Method	13
3.1.1	Primary data	13
3.1.1.1	Questionnaires	13
3.1.1.2	Personal interview	13

ABSTRACT

This research has been done as a partial fulfillment of the requirement for the Business Management Faculty in order to graduate. The purpose of this paper is to identify the customers' preference toward broadband service at Kota Kinabalu. A questionnaire was designed and answered by customer at Kota Kinabalu also though online survey. Convenience sample was used for this research. Based on the research finding, the customers at Kota Kinabalu area can divided into five group of segment such as student, private sector worker, public sector worker, entrepreneur and self-employment. From the finding most of the customer of using broadband come from student. This group of segment aware using broadband but very sensitive for the price of broadband because there don't have own money to pay the broadband service other segment is not sensitive on price of broadband because their have on money to pay the broadband service. Further more, the finding also identify the factor can influence costumer to using broadband such as price, coverage, lifestyle and speed. Based on the finding also the researcher identify the demographic of the respondent can influence to using broadband such as income and Occupation. There a few recommendation for this study where it can be use for future researcher.