



**"THE IMPACT OF TELEKOM MALAYSIA DIGITAL
LIFESTYLE PRODUCT TOWARDS CUSTOMERS IN KOTA
KINABALU, SABAH."**

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ABSTRACT

Telekom Malaysia Berhad or known as "TM" has a lot kinds of products that offered to the customers. In the previous year ago, TM used to promote on their killer product which is the fixed line home but nowadays the popular product that most of the customer subscribe is called "Streamyx". Streamyx is whereby under the digital lifestyle product.

Streamyx by TM is whereby the users can connected to the internet or surf the internet. The user may easily keep abreast with the complex applications and heavy websites within the streamyx. This is because TM had upgraded the speeds up to 4Megabyte per second (Mbps).

Therefore, the aim of this study is to identify the impact of digital lifestyle product towards the urban area, Kota Kinabalu. Response from the respondents through this research is very important to figure out the result of this digital lifestyle product (Streamyx).