



**THE ROLE OF TRUST AND COMMITMENT
IN RELATIONSHIP SATISFACTION WITH
TELEKOM MALAYSIA (CONSUMER SALES)
KK/PDP**

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ABSTRACT

Telekom Malaysia is the sole provider for telephone home line and home broadband, until it was privatized, it dominated the market share until present. Now they are facing major challenges in the IT world with so many competitors that offer this type of service. Even though the customer has built their relationship with TM for so many decades through its telephone home line, the customer put their trust and commitment in TM sales people to deliver the same service as previous in the application of their home broadband. Even so, TM still receives many complaints from the customer towards their service delivery and the performance of their service. This study was conducted to identify customer's perception toward TM sales force in CS unit, and to determine customer's satisfaction towards TM sales force and agents in delivering their service. The research was conducted around KK area where the office of CS unit is located. The respondents were among the customers who happened to visit the office. There were 100 respondents selected to make this research a success. Through the research it has been discovered that the customers were satisfied with the service delivered by the TM sales force which contributes to 37% of the research. They have a positive perception towards TM sales force in terms of delivering reliable information and very knowledgeable about the product. The customers also recommend that TM should improve the system so that there is no double entry of information and the billing system should be updated every time there is a major or minor change. The researcher recommends that this research needs further study so that in-depth answers could be revealed. This is because there are so many answers as neutral from the respondents.

TABLE OF CONTENT

PARTICULAR	PAGE
Title Page	i
Declaration of Original work	ii
Letter of Submission	iii
Acknowledgement	iv
List of Table	v
List of Figures	vi
List of Abbreviations	vii
List of Definition of Terms	viii
Abstract	ix
1.0 CHAPTER 1: INTRODUCTION	2
1.1 COMPANY BACKGROUND	3
1.2 BACKGROUND OF STUDY	4
1.3 SCOPE OF STUDY	5
1.4 PROBLEM OF STUDY	6
1.5 OBJECTIVE OF STUDY	8
1.6 RESEARCH QUESTIONS	8
1.7 LIMITATIONS OF STUDY	8
1.8 SIGNIFICANCE OF STUDY	9
1.9 THEORETICAL FRAMEWORK	10

2.0	CHAPTER 2: LITERATURE REVIEW	14
3.0	CHAPTER 3: RESEARCH METHODOLOGY	21
3.1	DATA COLLECTION METHOD	21
3.1.1	Primary Data	
3.1.1.1	Interviews	
3.1.1.2	Questionnaires	
3.1.2	Secondary Data	
3.1.2.1	Internal Data	
3.1.2.2	External Data	
3.2	RESEARCH DESIGN	22
3.3	RESEARCH SAMPLING	23
3.3.1	Sample Size	
3.4	DATA ANALYSIS PROCEDURE	24
4.0	CHAPTER 4: FINDING and ANALYSIS	26
5.0	CHAPTER 5: CONCLUSION & RECOMMENDATION	53
6.0	BIBLIOGRAPHY	55
7.0	APPENDICES	56