



اَوْنِيْتُو تِكْنُوْلُو كِي فَايْرَا
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**A STUDY ON ISSUES FACING BY CUSTOMERS FOR CELCOM
BROADBAND IN KUCHING SARAWAK**

FINAL PROJECT PAPER

RESEARCH REPORT

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ABSTRACT

Celcom claims to have the widest and most extensive coverage nationwide among the other mobile operators and also the number one telco in Malaysia.

The purpose of this project is to study on issues facing by Celcom Broadband customers in Kuching.

There are 1,852 registered Celcom Broadband customers in Kuching of which 200 respondents were completing the questionnaire.

In this project paper attention is paid to the measurement for level of satisfaction for Celcom Broadband customers and areas of improvement

1. Introduction

The rising trend of mobility in getting everyone connected to the virtual world is beginning to be significant nowadays. Mobile broadband is defined as high-speed data transmission to mobile phones and traveling laptops. With speeds in many cases significantly less than fixed broadband (cable, DSL, FiOS, etc.), mobile broadband refers to the data services offered by the cellular carriers (YourDictionary.com). Mobile broadband are now absorbed as part of lifestyle as well as working professional tools in managing work-ways.

In Malaysia itself, this trend is beginning to be the hub of the lifestyle among both urban and sub-urban populations. According to The Malaysian Communications and Multimedia Commission, out of 25,274,133 of Malaysian population, there are 15,868,000 internet users in 2008. Almost 62.8 per cent of the population adapt to the usage of internet as part of their lifestyle. Evidence of the rising usage of broadband services can be viewed as below;

Bilangan langganan jalur lebar mengikut teknologi
Number of broadband subscriptions by technology

| Tahun | Suku | Tetap ('000) | | | | Tanpa wayar ('000) | |
|-------|---------|--------------|------|-----------|-----------|--------------------|-----------|
| | | ADSL | SDSL | Satelit | Lain-lain | Mobile | Lain-lain |
| 2006 | | 735.9 | 4.8 | 1.9 | | 4.5 | 8.6 |
| 2007 | | 1002.4 | 6.5 | 2.0 | | 96.3 | 9.1 |
| 2008 | 1 | 1,070.8 | 6.8 | 2.1 | | 149.5 | 9.1 |
| | 2 | 1,162.5 | 7.4 | 2.1 | | 185.6 | 17.6 |
| | 3 | 1,234.1 | 7.8 | 2.9 | | 215.1 | 18.7 |
| | 4 | 1,284.8 | 7.9 | 4.9 | 4.0 | 386.3 | 26.3 |
| 2009 | 1 | 1,337.7 | 8.2 | 5.1 | 5.6 | 474.5 | 61.2 |
| | 2 | 1,378.3 | 8.3 | 5.1 | 6.0 | 631.3 | 86.9 |
| | 3 | 1,462.3 | 9.5 | 5.1 | 6.2 | 747.7 | 124.2 |
| Year | Quarter | Fixed ('000) | | | | Wireless ('000) | |
| | | ADSL | SDSL | Satellite | Others | Mobile | Others |

2. Background of study

2.1 Problem Statement

Celcom Broadband may be the pioneer in providing mobile service in internet connection where now many are relying on mobile connections in either their personal or formal works. However, the increasing demand of broadband connectivity which enables one to be connected to the internet anytime anywhere had its downturn. Based on Celcom Annual Report 2009, there are 1,659 broadband users who subscribe for Government package monthly RM50 only for Government employees and 193 broadband users who subscribe for package monthly RM68 which is Broadband Basic for mass market in Kuching alone and it already contribute RM96,074.00 revenue. As a pioneer in Malaysia itself, Celcom should not be having problems in conveying their services to the customers. Nevertheless, there are three identified complaints done by the users in Sarawak (Celcom Annual Report 2009); unable to dial-up/surf, slow downloading and session disconnected. The total complaints by users in 2009 were 1795 for the whole of Sarawak and average complaints done monthly are 8.3 percent. The percentage value only represents those who had come up to Celcom and complaint. Yet, there are possibilities of other complaints which might affect Celcom's mobile broadband services indirectly and had become the barrier of Celcom to expand their products to prospective users.

Celcom Broadband Certified Devices are thoroughly tested to ensure they meet Celcom's stringent stability and performance requirements (www.celcom.com.my). With this mentioned, they aimed to provide excellent service experience to their users. The issues which were identified just now would jeopardize their guarantee of excellent service. In this research, the issues will be the benchmark of how to improve their quality of service and what can be