



**FACTORS THAT AFFECT CELCOM'S CUSTOMER LOYALTY IN
TELECOMMUNICATION INDUSTRY**

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ABSTRACT

The purpose of this research paper is to determine the factor that affect Celcom's customer loyalty in telecommunication industry. A business need to know the factor to make customer stay loyal to Celcom services for a long period of time. At the same time, the right factor also can attract new customer change into Celcom. Customer loyalty can be related to price, service quality(tangibles, reliability, responsiveness, assurance and empathy) and brand image. The methodology used in this research paper is quantitative. The researcher distribute questionnaire to 100 respondent to do data collection. All the data was analyze using SPSS where researcher do descriptive, reliability and regression analysis. The findings indicate that customer price, service quality and brand image affect Celcom's customer. This finding can give company an understanding on how to tackle their customer in term of customer loyalty.

CHAPTER 1

1.0 INTRODUCTION

1.1 BACKGROUND OF THE COMPANY

1.1.1. OVERVIEW OF THE COMPANY

The most established portable media telecommunication supplier in Malaysia is Celcom Axiata Berhad. Celcom is an individual from the Axiata gathering of organizations. It effectively presented cell phone in Malaysia through its Automatic Radio Telephone benefit, utilizing original Extended Total Access Communication System particular of the United Kingdom, a subordinate of the Advanced Mobile Phone System innovation and being one of the not very many organizations in Malaysia to initially acquire a wireless permit. The ETACS ART-900 was begun utilizing the prefix "010". Celcom now utilizes the dialing prefix identifier of "013" and "019" and offers advanced Group Special Mobile, an initially European standard, now to a great extent a world standard for versatile correspondence. The first recurrence band for GSM is 900 MHz, and was soon reached out to 1800 MHz to provide food for a substantially more extensive transmission capacity prerequisites. The 2100 MHz band is utilized for their double channel HSPA and system. Celcom is likewise authorized and has been working FDD-LTE on 1800 MHz and 2600 MHz.

Through the Mobile Numbering Portability by the Malaysian Communication and Multimedia Commission, Celcom likewise gives Virtual Mobile Operator administrations. Celcom likewise gives country correspondence administrations utilizing CDMA Technology Satellite Phone.