



**THE EFFECTIVENESS OF SERVICE QUALITY
OF MOBILE TELECOMMUNICATION SERVICE PROVIDER
IN MIRI, SARAWAK**

**YUSSOF BIN BUJANG
(2001327277)**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS) (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN**

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ABSTRACT

The purpose of this research is to measure the Level of Service Quality of Mobile Telecommunication Service Provider in Miri, Sarawak. Objectives of this study is to rank the Service Quality dimension. Information gather from this study will benefits and help the Mobile Telecommunication Service Provider to improve further in providing Service Quality to their client. This study include various sector like Petronas Carigali Sdn Bhd, Sarawak Shell Berhad, Private Firm banking sector. Data was collected from 100 employee from Various Sector

The findings indicates that there is no significant differences between the Mobile Telecommunication Service provider in Miri interms the Level of sevice quality. However in this study, the researcher found that most respondents are worry about their personal data being distributed among the unauthorised . From the feedback obtained ,the organization can further find a way on how to improve the Level of Mobile Telecommunication Service provider in Miri.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The main objective of the research is to make a study and comparison between the three(3)mobile telecommunication service provider namely Celcom(013&019) Digi(014 &016)and Maxis(01 & 017) in term of the service quality rendered to their users.

Celcom(M) Berhad is the largest and the oldest mobile telecommunications company in Malaysia. Being one of the very few companies in Malaysia to originally obtain a cellular phone license ,it successfully introduced mobile telephony in Malaysia through its ART-900 service,using first generation MT-900 technology. When the cellular phone market was opened up in 1995,Celcom upgraded to the GSM900 service and quickly grew to become the largest mobile phone company in Malaysia until was overtaken by Maxis.

During the Asian financial crisis in 1997,Celcom's owner,Tan Sri Tajudin Ramli suffered debt crunch,and his shareholding in Celcom was seized by Danaharta,the national asset restructuring company.Failure to resolve his debts resulted in the controlling stake in Celcom being sold to Telekom Malaysia,the government-owned incumbent fixed line operator in 2003.Telekom Malaysia proceeded to merge Celcom with its own mobile operator subsidiary TMTouch through a reverse takeover of TMTouch.

Celcom is one of two 3G service providers currently operating in Malaysia(The

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The purpose of this study is to present a review of the selected literature that is related to service quality rendered by the three(3) mobile telecommunication service provider namely Celcom,DiGi&Maxis to their customers(users) .

The service sector is expanding at an increasing rate and is becoming intensely competitive(Chen,Gupta and Rom,1994;Johnson,Dotson and Dunlap,1988).As such,service quality has become a very important issue in marketing and has received much attention since the deregulation,and thus increased competition,of many service industries(e.g.;banking and telecommunications in the 1980's and utilities in the 1990's)

The customers or users indicated strong dissatisfaction if the service quality level rendered/provided by the service provider were not as per their level of expectation.Example, the wide coverage for telecommunication(Service coverage),less or nil service breakdown occurs,fast and immediate response from the support technician team when their service are wanted/required to rectify certain issue arised from the service carried out,immediate response and pleasant reply from the front staff when the customers/users required their assistance as and when required.Billing integrity,Customers service outlet,Quality of Line.

Ghobadian et al.(1994) posit that most of the service quality definitions fall within the "customer led" category.Juran(1999) elaborates the definition of customer led