



**MALAYSIA MOBILE TELECOMMUNICATION INDUSTRY SERVICE QUALITY
AFFECTING CUSTOMER SATISFACTION AMONG STUDENTS' OF UNIVERSITI
TEKNOLOGI MARA, CAWANGAN MELAKA, KAMPUS BANDARAYA MELAKA.**

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ABSTRACT

The purpose of this study is to identify on the service quality that affect customer satisfaction within Malaysian telecommunication industry where it's a competitive environment is very crucial. Companies in Malaysia telecommunication industry were executing a variety of service quality approach to achieve high level of customer satisfaction. Four service quality approaches were adopted in this study which were network quality, customer support, price structure and value-added services. The population for this study is the customers from students of Uitm Kampus Bandaraya Melaka. A total of 170 respondents were collected from a set of 200 distribution of questionnaire. Results from data analysis were based of SPSS version 23. Quantitative type of data was used for the purpose of the study. The findings from this research shows that there are significant and positive relationship between service quality and customer satisfaction. The result showed that network quality had the strongest influence on customer satisfaction.

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