

PROJEK PELAJAR



**SATISFACTION LEVEL AMONG CUSTOMERS TOWARD
THE CODE DIVISION MULTIPLE ACCESS (CDMA) BY
TELEKOM**

FACULTY OF BUSINESS MANAGEMENT
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TABLE OF CONTENTS

<u>PARTICULARS</u>	<u>PAGES</u>
DECLARATION OF ORIGINAL WORK	II
LETTER OF TRANSMITTAL	III -26
LIABILITY OF DISCLAIMER	IV
ACKNOWLEDGEMENT	V
TABLE OF CONTENTS	VI-VIII
LIST OF TABLES	IX-X
LIST OF CHARTS	XI-XII

CHAPTER 1: INTRODUCTION

1.0 : Background of the Company	1-2
1.1.1 Development of TM Telecommunication Services	3-5
1.1.2 Objectives of Telekom Malaysia Berhad	6-7
1.1.3 Products and Services Provided By TM	8-12
1.1.4 Background of Study	13-14
1.2 : Problem Statement	15-16
1.3 : Objectives of Study	17
1.4 : Significant of Study	18
1.5 : Research Question	19
1.6 : Limitations and scope of the Study	20
1.6.1 Limitations of study	20-21

1.6.2	Scope of Study	22
1.7	: Definitions of Terms	23-24
3.2.2	Research Design	45
CHAPTER 2: LITERATURE REVIEW		
2.1	: Customer Satisfaction toward the Company	25-26
2.2	: The Kano Model (Customer satisfaction model)	27
2.3	: Customer Satisfaction from the Expectations and Perceptions	28
2.4	: Measurement of Customer Satisfaction	29-30
2.5	: Understanding Different Customer Attitudes	31
2.6	: Focus On Customer	32
2.7	: Customer Satisfaction and Customer Loyalty Are the Best Predictors of Customer Retention	33
2.8	: Customer Satisfaction, the Exclusive Quarry	34-35
2.9	: Why Measure Customer Satisfaction?	36
2.10	: The Customer is Key	37
2.11	: Create Customer Loyalty and Improve your Bottom Line	38-39

CHAPTER 3: RESEARCH METHODOLOGY AND DESIGN

3.0	: Data Collection	40-42
3.1	: Survey Methods	43

CHAPTER 1: INTRODUCTION

1.0 Background of the Company

The operations of the country's telecommunication services were transferred from Jabatan Telekom Malaysia (JTM) to Syarikat Telekom Malaysia Bhd. Telekom Malaysia were incorporated as a privatized company on October 12th, 1984. With the emergence of superior technologies like fiber optics and digital networks, this meant that the telecommunications industry was ready to face the new challenges of a dynamic new information era.

Telekom Malaysia Berhad (TM) is one of the most outstanding telecommunication companies in Malaysia and has undoubtedly been successful in the past and today enjoys as leading position in many businesses. It always ensures total customer satisfaction by providing state-of-the art products and services developed by a committed team of highly competent and motivated professionals. Telekom Malaysia Berhad (TM) is also one of the largest telecommunications service providers in Malaysia, offers a comprehensive range of in fixed-line, mobile, data and broadband communication services.

TM is a leading regional information and communications group, offers a comprehensive range of communication services and solutions in fixed-line, mobile, data and broadband. As one of the largest listed companies on Bursa