



**A STUDY ON EFFECTIVENESS OF PAYPHONE SERVICES
IN KOTA KINABALU CITY**

ROSNAH BINTI MADJI

2005372500

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH**

AUGUST 2007

TABLE OF CONTENTS

CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF ABBREVIATIONS	vii
ABSTRACT	viii
CHAPTER 1: INTRODUCTION	
CHAPTER 2: RESEARCH DESIGN & METHODOLOGY	
1.1 Background of the Company	1
1.2 Background of Study	5
1.3 Problem Statement	7
1.4 Objectives of research	8
1.5 Research Questions	9
1.6 Significance of study	11
1.7 Scope of study	12
1.8 Theoretical framework	13
1.9 Limitation of study	14
1.10 Definition of term	16
CHAPTER 2: LITERATURE REVIEW	
2.1 Definition of Service	17
2.2 Defining Customer Satisfaction	17
2.3 Why Give Good Service to Customer	19
2.4 Payphone services in Malaysia	
2.4.1 TM Payphone	20
2.4.2 Time Reach	21
2.5 World Payphone	22
2.5.1 1eXIUM	23
2.5.2 Proxim	23

2.6	Wireless, multimedia models lead output	24
2.6.1	Wireless payphone vitalize China production	24
2.6.2	Going wireless over GSM, DCS and PCS	27
2.6.3	Multimedia payphone enable Web browsing	29
2.7	Historical facts on payphone	32
2.8	Mobile versus land lines	34
2.9	Telecommunication industry- History and Nature	36
2.10	WTO and the Telecommunication Liberalization	37
2.11	Malaysian Communication and Multimedia Commission	39

Appendix 1: Questionnaire Form

CHAPTER 3: RESEARCH DESIGN & METHODOLOGY

3.1	Data collection or source data	
3.1.1	Secondary data	40
3.1.2	Primary data	41
3.2	Research Design	
3.2.1	The Target Population	41
3.2.2	Data Analysis Technique	42
3.3	Analysis and Data Interpretation	
3.3.1	Preliminary analysis	
	a) Frequency tabulation	42
3.3.2	Detail Analysis	
	a) Cross tabulation	43
3.4	The Questionnaires	
	a) Multi choice questions	43
	b) Unstructured questions	43
	c) Likert scale	44

CHAPTER 4: FINDINGS AND DATA ANALYSIS

4.1	Frequencies	70
4.4	Cross Tabulation	74
4.3	Correlation analysis	77

ACKNOWLEDGEMENTS

Alhamdulillah, thank to God for giving me the strength and spirit to complete this report.

Firstly, I would like to take this opportunity to thank all of those who help me directly or indirectly in making this project paper as a reality.

I would like to express my heartiest and thanks to my project advisor, Mdm. Zabidah Zainal Abidin for the encouragement, valuable advice and guidance throughout the course of preparing this report. Without his guidance, this report will not be a success. Thank you also to my second examiner Sir Spencer Hedley Mogindol for his valuable advice. For Mdm Hasnawati Hj. Guliling, the Coordinator Program of Bachelor of Business Administration (Hons) Marketing, and thank you for her valuable information about this report.

My sincere appreciation also to Mr.Hj. Jamal, Branch Manager at TELEKOM Berhad Kota Kinabalu for giving me the opportunity to do my practical training at TELEKOM Berhad for about three months. My thanks also go to TELEKOM Berhad especially Consumer sale unit staffs for given me full assistance and cooperation during my practical training.

Last but not least, thank you to all of the respondents at Kota Kinabalu City for their cooperation in answering the questionnaire. Thank you to my friends (Arnazi, Ledyawati and Milah) for their support and help during the period of completing this report. Lastly, thank you to all who had rendered their help directly or indirectly during the period of preparing this report.

Thank you very much.....

ABSTRACT

The effectiveness of managing services for all business or organizations. This is an important elements or as a backbone in building customers orientation and giving satisfaction to customers. Customers satisfaction is very important because their will retain to the company since their satisfied with the services provides thus it will profitable for the company. This study conducted to identify the level of services provided by payphone, to identify the level of customers' satisfactions towards the services provided by payphone and to recommend any constructive suggestion to improve payphone services in the future.

Sample of 200 respondents were selected using by sampling frame. The target population in this study is public, government sector, private sector and students which living in Kota Kinabalu area. The finding of this study showed that majority of the respondents agreed that payphone services need add some feature to improve its services and make payphone services more effective. Towards the end of this study, gather suggestions from the respondents that can be used by TM payphone in order to improve their services in the future to make the customers fully satisfied and stay for a long time using payphone services.