"A STUDY ON CONSUMER PERCEPTION TOWARDS TMPOINT KOTA KINABALU SABAH"

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ABSTRACT

This research is a study on the **"Consumer Perception towards New Image of TMPoint in Kota Kinabalu".** The main aim of this research is to see the changes perception of the customers towards the new image or changes that made by the TM (M) Sdn Bhd. It is also to study the effectiveness of the strategy/ies that made by TM (M) Sdn Bhd. The changes from "Kedai Telekom" to TMpoint, it is the beginning steps/ strategy for TM to come up with new ideas and give perception to customers that TM is updating and changed according to the needs and the new telecommunication environments and in order to fulfil the customers needs and to gives excellent services to their customers. The new image made by TM also will be not successful without having the good and positives feedback from customers. As been said before, the new image of TMPoint especially have been made to improve the quality of their services in order to satisfy the consumers/ customers, and then it directly can change their perception of TM and TMpoint especially. That's why with the new appearance/ image, TMpoint believe will deliver TM promise and together with that (the new image), they can change the consumers perception from negatives to positives or from satisfies to very satisfies with TM and especially TMPoint. The purpose of this study also is to study how the perception can have effect to the consumers' behaviour, how they set the expectation from the new image in term of the service quality.

The data collected for this study is through the structured and controlled questionnaires and also some personal interviews, record of organization and also observations. The research is based on the convenience sampling and non probability sampling technique used to obtain a sample of convenient elements. It is because it is the less time consuming and less expensive technique that can be used to obtain the sample. There are 120 respondents by locations in Kota Kinabalu areas includes Putatan, Petagas, Tanjung Aru, Luyang, Kepayan, Likas, Sembulan, Inanam, Menggatal and Telipok was

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