



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

**DAYANGKU NORNAZAHIAH PG IMRAN  
2004630713**

**BACHELOR IN BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SABAH**

**APRIL 2006**

## ACKNOWLEDGEMENT

First and foremost, I would like to praise and thank Allah S.W.T for giving me the healthiness and patience to complete this project paper.

A very special word of appreciation goes to my advisor Pn Hasnawati Guliling for her continuous suggestions, advises, critiques and invaluable support in presenting this project paper in a complete manner.

To my second examiner Mr Boyd Sun Fatt, I also want to thank him for the assistance and suggestions in making this project paper complete. Not forgetting, thank you to Mr Shamlie Salisi, my course Coordinator of Bachelor Business Administration (BBA Marketing) for his commitment to us and for me especially in giving me his advice and courage me to be patient and strong in completing my practical and research. Besides that, he also gives me and my friends' full information about this subject and gives his support for us to complete our study.

To my supervisor, Pn Ruhia Lawis and all other Account Executive and staffs, thank you for the cooperation and ideas and informations that given to me. Insyallah, I will try my very best in delivering this research.

Last but not least, it is also been a pleasure for me to thank to all those people who directly and indirectly helped me to complete my research study. I really appreciate for all the support given to me. For me, without their guidance, advice, and support, I will not be able to complete my research.

God Bless.

## **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

# TABLE OF CONTENTS

DECLARATION OF WORK	I
LETTER OF SUBMISSION	II
ACKNOWLEDGEMENT	III
LIST OF TABLES	IV
LIST OF FIGURES	V
ABSTRACT	VI
CHAPTERS	
1.0 INTRODUCTION	1
1.1 OVERVIEW	1
1.2 BACKGROUND OF THE STUDY	2
1.3 PROBLEM STATEMENT	5
1.4 OBJECTIVE OF STUDY	6
1.5 RESEARCH QUESTIONS	7
1.6 SCOPE OF STUDY	8
1.7 SIGNIFICANCE OF STUDY	9
1.8 LIMITATIONS	10
1.9 DEFINITION OF TERMS	11
2.0 LITERATURE REVIEW	
2.1 Customer's Perception (the reality)	12
2.2 Customer's Perception (The Personality Traits Dimensions)	12
2.3 Customer's Perception (Rebranding or Repositioning The Retail Store Image)	13-14
2.4 Brand Centric and Customer Centric	14-15
2.5 Customer Perception (Quality of Services)	15-18
2.6 Relationship between personality traits perceptions, service quality and perceptions of rebranding	18-19
2.7 Marketing Strategies	19

2.7.1 Quality of the Services	20
2.7.2 How Buyer Perceives You – Is the Key to the Sale	20
2.7.3 The Perceived Model (For the New Company Image)	21
2.8 Customers Satisfaction (The experience of Individual Employees)	22-23
2.9 Quality of Customer Service	23-25
2.10 Total Customer Satisfaction	25-26
3.0 RESEARCH METHODOLOGY	27
3.1 Sources of Data	27
3.1.1 Primary Data	27
3.1.2 Secondary Data	28
3.2 Research Design	29
3.2.1 Target Population	29
3.2.2 SAMPLING FRAME	29
3.2.3 SAMPLING TECHNIQUE	29
3.2.4 SAMPLE SIZE	29
3.3 DATA ANALYSIS PROCEDURE	30
4.0 RESEARCH FINDINGS AND ANALYSIS	31
4.1 RESEARCH FINDINGS	31
4.2 ANALYSIS	56
4.3 CROSSTABULATION	63
4.3.1 Cross Tabulation Relationship Result	63
5.0 CONCLUSION AND RECOMMENDATION	64
5.1 CONCLUSION	64-67
5.2 RECOMMENDATION	68
5.2.1 Improvement on Core Services	68-70
5.2.2 Increase Promotion on TM Product	70
5.2.3 Increase Quality on TM Product Offered	71-72