

THE PROBLEMS AND PROSPECTS
OF
CARDPHONE IN MALAYSIA

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ABSTRACT

The aim of this research is to study the problems and prospects of cardphone in Malaysia. Cardphone was introduced in Malaysia in the year 1990. This system is being operated by Telekom Malaysia and Uniphone Sdn. Bhd. The purpose of introducing cardphones in Malaysia is to give the subscribers the convenience of making calls without having to carry large amount of coins and also to minimise vandalism. Thus, the objectives of this study is to determine the attitudes and perceptions of the cardphone users, the reliability, problems encountered and how it has helped to improve the public telephone services.

As no previous research was conducted on this subject, the unavailability of secondary data has compelled us to base our research work solely on primary data. The populations for this study is unknown and hence the method used in carrying out this study is the non-probability sampling, that is the convenience sampling method.

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1.0 INTRODUCTION

1.1 BACKGROUND STUDY OF THE PROBLEM

The cardphone made its debut in Malaysia in the year 1990. Operated by Malaysia's two telecommunications giants, Syarikat Telekom Malaysia (STM) and Uniphone Sdn. Bhd., this system is a new technology whereby subscribers have to pay in advance for future services.

This new system is operated by STM in the rural areas and tourists-concentrated areas such as airports and island resorts. A total of 140 units of Kadfon machines engulfing about M\$2.1 million have and will be installed around the country in phases, the first being in Pulau Langkawi on May 17, 1990.

Uniphone Sdn. Bhd., on the other hand have been awarded a 15-year licence to operate the cardphone in urban areas. 300 units of Prepaid Cardphones (PCP) have been installed in the Klang Valley since its launching on March 24, 1990, and this number is expected to increase to 3,000 units by the end of this year covering major towns in the country.