



UNIVERSITI TEKNOLOGI MARA

**CUSTOMER INTENTION TOWARDS CELCOM
BROADBAND SUBSCRIPTION:
A STUDY IN KOTA BHARU, KELANTAN**

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**“In the name of Allah, The most Gracious and Selawat and Salam
to His Messenger our Prophet Muhammad SAW.”**

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ABSTRACT

The aim of this study was to examine the factors influencing customers' intention to subscribe Celcom broadband in Kelantan state, focusing upon Kota Bharu. There are five factors that been studied, which were: attitude, subjective norms, knowledge, perceived usefulness and also price concern. Furthermore, this study also examined the relationship between demographic profiles and customers' intention. As Celcom had been choose as the unit of analysis for this study, researcher also interested to know about the strengths and weaknesses of Celcom's promotion with regards to its broadband and therefore, several suggestions could be provided to Celcom to improve their weaknesses and they may continue their current superb efforts on promoting the broadband to the customers. In collecting data, the researcher used both the secondary and primary data. Moreover, questionnaires had been used in order to get feedback from customers. Researcher had distributed 200 questionnaires to selected Celcom customers who not yet subscribe to Celcom broadband service. The data collected was then tested on its reliability, then further analyzed using frequency analysis, descriptive—mean tests, Chi Square and Pearson Correlation Coefficient was used to test the hypotheses in this study as well as regression analysis. The findings of this paper suggest that all the factors are significant factors for explaining customers' intention to subscribe to Celcom Broadband in Kota Bharu. However, none of the demographic profiles showed significant results in determining customers' intention. Based from the results obtained in this study, researcher suggests some recommendations that can help Celcom to improve their current strategies to increase the subscription of Celcom broadband service.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Some World Bank reports state that information and communication technologies (ICT) generate an opportunity to enhance living standards through the improvement of productivity (Frieden, 2005). Broadband is considered to be an innovation for the technology area as it offers better access and quality of the internet (BSG, 2004). Broadband is considered vital for the growth and diffusion of emerging e-government services. This is because broadband users are more likely to be aware of new e-Government services and a higher tendency to transact online for products and services (Choudrie and Dwivedi, 2005). At a conceptual level, broadband access presents the benefits of collapsing space and time when it comes to transfer of information and establishing communication between two subjects anywhere on the globe (Tajiri and Okazaki, 2006). This benefit allows for the two transformation and development of the economy and society in any region. In this manner, broadband can affect businesses, public administration offices and non government organizations (NGOs). This transformation can contribute to raising living standards, encouraging individual creativity, realizing a sustainable economic growth and producing a more competitive industry. In OECD (2003) words, "broadband connectivity is considered a key component in development, adoption and use of ICT. It is of strategic importance to all countries due to its ability to accelerate the contribution of