

**THE IMPACT OF CUSTOMER SERVICE AND  
PERCEPTION TOWARDS TM TOUCH MARKET  
SHARE IN THE CELLULAR TELEPHONE INDUSTRY**

**SUHAILI BIN MOKHTAR  
( 98515874 )**

**BACHELOR IN BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
CAMPUS SAMARAHAN  
SARAWAK**

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## P r e f a c e

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Bismillah Hirrahman Nirahhim and Assalamualaikum,

Al-Hamdulillah, first and foremost praised to Allah who has given me the strength, good health, patience and piece of mind to complete this project paper.

The completion of the project paper is not the work of one individual but through the help of other individual too. It involves the support of others in term of their time, knowledge, cooperation, contribution of ideas and opinion to complete this comprehensive project paper. The completion also requires patience, dedication, discipline and determination. Without all these I believe it could not be completed.

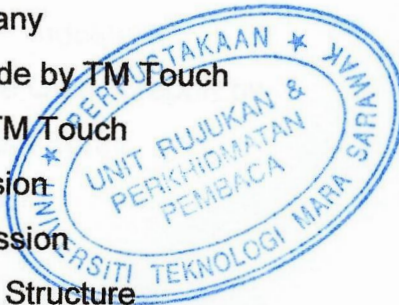
In the process of doing the project paper I would like to address my appreciation to those who are either directly or indirectly involve upon completion of the project paper.

Firstly, I would like to express my gratitude to Encik Senian Mahlie my project advisor who guide me all the way in doing my project paper. My queries that is on doubts and unclarity in certain aspect in the process of doing the project paper is being explain and clarify very clearly. His guide, opinion, ideas and advice on matters pertaining to the project paper is very satisfying and convincing and give me the confidence to pursue with the project paper.

Secondly, I would like to address my appreciation to Encik Mohd Whailied Haji Abdullah the Branch Manager of TM Touch Miri. His effort and time in assisting me on related issues to the study is very much appreciated although he

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## ABSTRACT

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These project paper (MKT650) serve as the requirement for the completion of my Bachelor in Business Administration (Hons) Marketing program at University Technology Mara, Sarawak.

The project paper entitles " The Impact of Customer Service and Perception toward TM Touch Market Share in The Cellular Telephone Market." The scope of the study will only cover Miri town.

The study detailed out firstly, TM Touch customer service from the perspective of its people and processes that affects customer service and the improvement needed to upgrade the level of customer service. Secondly, is the perception of the customers on TM Touch image that is meant only for the urban subscribers and should it change or maintain its image in the market if it wants to gain a larger market share to compete with Maxis, Celcom, Digi and Time Cell.

The study will recommend ways on how TM Touch can improve the level of customer service should the respondent states that it has a low level of customer service and should it change image and change the perception on how people perceive TM Touch.

## 1.0 Introduction

### 1.1 Background of Study

Improving the quality of service to satisfy customers is a very crucial factor in today businesses. Organizations that provide a poor service to their customers will lose customers and will directly affects profit. Customers that are satisfied with the services provided to them will appreciate and will inform others of the service that is renders.

TM Touch is aware of the importance of high customer satisfaction and is taking the necessary action to improve their service. If Tm Touch provide a low quality service then it will lose its market share in the cellular telephone industry to its competitors such as Maxis, Celcom, Timecell and Digi. These are all big players in the Malaysian market and they are aware that with a high service quality it will be able to capture the market.

The study will focus on the aspects of people, processes and the perception of customers on TM Touch. These three aspects effects the services renders to their customers and if necessary action plan should be put forward to embark on it or the customers will move to other service providers. It have been found out customers are not happy whereby their needs and requirements is not effectively and efficiently fulfill by TM Touch. Tm Touch have invest a large amount of money to improve its services to the customers through frequent discussion with consumers