

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCE CUSTOMER
SATISFACTION ON BROADBAND SERVICES
AMONG THE PUBLIC IN KUALA KANGSAR**

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Computing Project submitted in fulfilment
of the requirements for the degree of
Master of Science in Information Technology

Faculty of Computer and Mathematical Sciences

January 2020

ABSTRACT

The business concerned is based upon customer satisfaction through repurchase, purchasing of more items, positive word of mouth and customer's willingness to pay more for the particular service. This study focused on factors that influence customer satisfaction on broadband services among the public in Kuala Kangsar. The number of sample in this research was 201. This study provides very useful information by acquiring and gaining knowledge about the relationship of customer satisfaction with regard to the quality, coverage and speed of broadband services offered. In this study, the method of data collection was obtained from the questionnaire which was answered by the selected respondents relating to the purposes of this research. The Statistical Package for Social Science Software (SPSS) version 25.0 was used to analyze the data after the respondents collected the entire questionnaires. The results of the study show that speed is the most influential factor towards customer satisfaction while coverage is the least influential. The overall findings showed that customer satisfaction towards the broadband service is in the medium level. The finding offers guidance for the broadband service provider to decide which attributes to focus on to improve overall customer satisfaction in Kuala Kangsar's broadband service.

Keywords: Broadband service, customer satisfaction, price, coverage, speed

ACKNOWLEDGMENT

In the name of Allah, Most Gracious, Most Merciful

Alhamdulillah, Praise to Allah for giving me strength to complete this research. Firstly, I would like to thank Dr. Rogayah Abdul Majid (Supervisor), Dr. Emma Nuraihan Mior Ibrahim (Examiner), and Dr. Natrah Abdullah (Coordinator) who has guided me and help me a lot by sharing her knowledge and experience, and give sincere and valuable guidance.

My special appreciation for my wife, family, and parents that have given me a full of support and encouragement, and has always been a motivation for me in completing my computing project.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Outline and rationale for this study are illustrated in this section. The main focuses of this research are to determine the contribution aspects towards customer satisfaction in terms of price, coverage and speed on broadband services.

1.1 Background of the research

Competitive marketplace developments have recently increased due to globalization and deregulation, which draws the company founder's attention to cross borders and compete internationally (Namada, 2018). Customer expectations have changed as a result of advancing technology, sophisticated resulting in high competition and having an impact on customer satisfaction in the business sector, especially in order to gain the customer to buy the service provided. Based on study conducted by MCMC, there are 24.5 million users (76.9 percent) have access to the Internet from 32 million people in Malaysia, while the other 7.5 million (23.1 percent) have no access to the Internet (MCMC, 2017).

Customer satisfaction towards broadband services become the main focus in the present research. In Malaysia, broadband service provided by telco companies such as Celcom, Maxis, Digi and Telekom Malaysia. Telecommunication companies are the responsible party to provide superior broadband services towards the users which leading to great satisfaction among customers. The telecommunications sector consists of companies that enable communication on a global scale, whether via the telephone or the Internet, airwaves or cables, wires or wireless connections. These organizations, in text, voice, audio or video, have developed the technology that allows data to be sent anywhere in the world. Telephone operators (both wired and wireless), satellite companies, cable companies, and internet service providers are the biggest companies in the field. The broadband service provider also experienced competition among them due to tremendous change, new competition and rapidly changing customer demands, producing the same services