



THE IMPACT OF PRODUCT AWARENESS AND PRODUCT
KNOWLEDGE FOR 'I LOVE TM CAMPAIGN' TO REVENUE
PERFORMANCE :

A CASE STUDY OF TELEKOM MALAYSIA (JOHOR)

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Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration
(Hons) Finance

FACULTY OF BUSINESS MANAGEMENT UTM, JOHOR
(SEPTEMBER 2017)

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

I wish to acknowledge the contribution of many people who have in one way or another made this research in a reality.

My highly greatest appreciation goes to my advisor Puan Ruqaiyah Bt AB Rahim, Lecturer of Finance, for guidance, tutorial and also support throughout the whole research. Her patient and advices ensured this thesis to be on the right track and proceed smoothly. I sincerely appreciate what she had done to guide me.

Secondly, I would like to thank Universiti Teknologi Mara (UiTM) for giving me this opportunity to involve in this research. Throughout this research, I gain a lot of experiences, knowledge and expose to the new things and learning which can be used in the next future definitely.

Last but not least, I would like to thank the respondents for taking part in answering all the questionnaire submitted to them that made it possible to me to finish this research paper. And not forgotten, thank you very much to all my families in support and give a positive word encouraging me to finish this research with joyful. All your consideration and helpful are very meaningful to me and I really appreciated and valued.

Thank you so much.

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ABSTRACT

This study illustrates the product knowledge and product awareness for “I Love TM campaign” special for TM Johor staff which affects the company's financial results. In realizing a company that provides communications services to its customers, Telekom Malaysia should stand in line with other companies to jointly develop and respond to the government's call to ensure Malaysians have information about IT. To ensure that these goals are successful, TM with Top level management need to provide the necessary steps to improve the company's quality and revenue.

The education and awareness of the company's products amongst employees is very important. This research aims to identify the product awareness and knowledge and sales skill by TM Johor staff will impact the financial revenue performance. In addition, this study also identifies the new strategy to ensure that customers are more likely to subscribe to TM products.

A self-administrated questionnaires were distributed to a simple random sampling of 120 respondents among TM Johor staff. The data was analyzed using the Statistical Package for the Social Sciences (SPSS). The result of this study is a significant relationship between Independent variable and dependent variable. The research also ensure that sales skill is important among TM Johor staff in achieving the financial revenue performance.

CHAPTER 1

INTRODUCTION

1.0 Introduction

Business performance improvement is very difficult task for managers with responsible to maximize the revenue, the top level management face on a daily basis. That task is more complex than ever before because of the dynamic and mainly hostile environment. The value creation of 'I Love TM' campaign implies mobilization of all tangible and intangible resources. One of the important resources in this campaign is product awareness and product knowledge for the staff (Macdonald and Sharp, 2000). Nowadays product awareness and product knowledge for the staff belongs to a pool of resources that generate much of the company market value, but the influence is not direct.

The aim of the paper is to investigate the importance of product awareness and product knowledge among TM Johor staff which will impact in business performance. Assume that business performance improvement thru 'I Love TM' campaign can be seen as changes in market share and financial results. According to (Dodds, Monroe and Grewal 1991) Product information for the staff is understood as a group of variables that are expressed and accepted through execution of the product awareness and knowledge process, consisting of the following phases: product knowledge and awareness, sales skill and campaign measuring and control.

Similarly, this research (Wong and Merrilees 2008; Kalicaninet al. 2015), this paper aims to widen the perspective of product knowledge, presenting a comprehensive awareness practice model that includes a broader view of company performance by surveying a wider base of managerial and specialists connected with product awareness and product knowledge issues. The paper first presents the theoretical background and literature review,