

**A STUDY ON THE FACTORS INFLUENCING CONSUMER DECISION  
MAKING IN USING TELEKOM MALAYSIA SERVICES AS AGAINST  
COMPETITORS**

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## ABSTRACT

Over a decade Telekom Malaysia has revolutionized the telecommunication industry in Malaysia, bringing the nation into an era of high technology in line with global trends. As the country's leading telecommunication service provider, Telekom Malaysia is totally committed to the telecommunication development in Malaysia, introducing sophisticated and innovative telecommunication services to the community.

January 1, 1999 heralds the start of the new era in Malaysian Telecommunications, when Equal Access has been implemented in the country. The Malaysian Fixed line telecommunication is opened up to competition from several networks operators. Telekom Malaysia is no longer be the monopoly in the Malaysian telecommunication industry.

This research is presented by the researcher for the purpose of assisting Telekom Malaysia to determine the company's strengths that can attract customers to use their services. This research can be used by the company in determining the level of customer satisfaction towards the company's services. The study on the level of customer satisfaction towards the customer's current service provider has been carried out through this research.

The scope of the study only involves the customers of Customer and Business Division (C&B), Telekom Malaysia Berhad, Melaka. The target respondents are the C&B's customers who come to Kedai Telekom, Melaka and customers of Telekom Malaysia in Melaka town or Melaka Tengah area.

The findings of this study could be regarded as meaningful for TMB. The results and analysis would offer them an opportunity to improve their organization's image. The recommendation made by the researcher deliver the information of how TMB can improve their customer service , exploit TMB strengthen as competitive advantage an retain their existing consumers.

Completion of the study is the conclusion made by the researcher that TMB is still can maintain their role in the telecommunication market because of their reputation or leading this market over 10 years in Malaysia. TMB should be more aggressive in promotional activities and try harder to keep the loyal consumers. And build strong brand awareness in the eyes of consumers.