

**RELATIONSHIP MARKETING AND  
RETENTION OF FIXED LINE  
TELEKOM MALAYSIA BERHAD  
CUSTOMER**

**NURASYIKIN BINTI MAHADZIR  
2001396149**

**BBA (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
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**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
MALACCA**

**“DECLARATION OF ORIGINAL WORK”**

I, Nurasyikin Binti Mahadzir, (I/C Number: )

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

Signature:

Date:

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## **ABSTRACT**

In the new millennium of 21<sup>st</sup> century, many telecommunication companies were build in order to fulfill the demand of telecommunication services to their customer. Telekom Malaysia Berhad has develop fixed line services for the reason to retain their customer. The objectives to the studies are (1) To investigate what are the factors customers consider in using a fixed line service and its important. (2) To identify, gap between customer's expectation and attainment satisfaction. (3) To evaluate the level of satisfaction of customer that lead as a reason to continue as Telekom Malaysia Berhad customer.

This paper consists of 6 chapters, which explain the subject matter by stages. Chapter 1 explains of the background and introduction of the research. Chapter 2 is explaining for literature review, which related to the subject studied. Chapter 3 is the theoretical framework which guide the research flow and progress. Chapter 4 discuss about the methods and sampling techniques use for the research.

The findings discuss in chapter 5 regard to the problem statement and objective of the study, while chapter 6 contain the conclusion and recommendation given by the researcher. Data coded and analyze using Statistical Package for Societal Science. Appendices and bibliography attached are the relevant reference use for this study.

| <b>TABLE OF CONTENT</b>              | <b>PAGE</b> |
|--------------------------------------|-------------|
| <b>Title Page</b>                    | <b>i</b>    |
| <b>Declaration of work</b>           | <b>ii</b>   |
| <b>Letter of Submission</b>          | <b>iii</b>  |
| <b>Acknowledgement</b>               | <b>iv</b>   |
| <b>Table of content</b>              | <b>v</b>    |
| <b>List of tables</b>                | <b>vii</b>  |
| <b>List of Definition of Terms</b>   | <b>x</b>    |
| <b>Abstract</b>                      | <b>xi</b>   |
| <br><b>CHAPTER</b>                   |             |
| <br><b>1.0 Introduction</b>          | <b>1</b>    |
| 1.1 Introduction to company          | 1           |
| 1.2 Significance of study            | 3           |
| 1.3 Research problem                 | 4           |
| 1.4 Research Objective               | 5           |
| 1.5 Research question                | 6           |
| 1.6 Hypotheses                       | 7           |
| 1.7 Scope and coverage               | 9           |
| 1.8 Time frame                       | 9           |
| 1.9 Limitation                       | 10          |
| 1.10 Definition of term              | 11          |
| <br><b>2.0 Literature Review</b>     | <b>11</b>   |
| <br><b>3.0 Theoretical Framework</b> | <b>29</b>   |
| <br><b>4.0 Research Methodology</b>  | <b>36</b>   |
| 4.1 Data collection method           | 38          |
| 4.2 Survey instrument                | 38          |
| 4.3 Population & Target population   | 40          |
| 4.4 Sampling frame                   | 40          |