

**“FACTORS THAT INFLUENCE CUSTOMER
SATISFACTION TOWARDS TM STREAMYX
SERVICES”**

NADRAH BINTI NASRUDDIN

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

**FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA**

2007

ACKNOWLEDGEMENT

In the course of accomplishing this project paper, there are numerous constraints and challenges encountered. They however failed to damper my spirit and initiative in completing this project paper. For example the impediment to elicit information about the organization and the expenses incurred in doing the research. Finally, after much hardship, I am able to accomplish it within the required time frame

Firstly, I would like to express my deepest appreciation and thanks to my advisor, En. Mohamed Saladin Bin Abdul Rasool and Pn. Azizah Binti Mohammad for inspiring ideas and suggestions with full guidelines that is very useful in preparing and completing this project paper.

Secondly, a special thanks to respondents for giving cooperation and spend their time to fulfill the questionnaires. Respondents' cooperation helps me a lot to accomplish this project paper.

I wish to express my sincere gratitude and appreciation to those who have made this possible especially to the staff of TM Bhd. who have been tirelessly guiding, providing the required information and materials to me which necessary for the accomplishment of this project paper.

Last but not least, a special thanks to my parents for tirelessly guiding and supporting either monetary or emotionally.

Thank You.

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vii
ABSTRACT	viii
 CHAPTER 1: INTRODUCTION	
1.0 Introduction	2
1.1 Company Background	
1.1.1 Company History	2
1.1.2 The Development of Company	3
1.2 Product and Services of Telekom Malaysia Berhad	
1.2.1 Telephony	4
1.2.2 Internet	5
1.3 Background of study	6
1.4 Problem Statement	7
1.5 Research Question	9
1.6 Research Objectives	9
1.7 Theoretical Framework	10
1.8 Significance of Study	
1.8.1 The Organization	11
1.8.2 The Researcher	11
1.9 Scope of the study	12
1.10 Limitations of the study	12
1.11 Definition of terms	13
1.12 Conclusion	13
 CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	15
2.1 Customer Satisfaction	15
2.2 Service Quality	16
2.3 Customer Complaint Handling	17
2.4 Pricing	18
2.5 Conclusion	19
 CHAPTER 3: RESEARCH METHODOLOGY	
3.0 Introduction	21
3.1 Research Design	21
3.2 Data Collection Method	
3.2.1 Primary Data	21
3.2.2 Secondary Data	23
3.3 Sampling	
3.3.1 Sampling Techniques	23
3.3.2 Population Frame	24
3.3.3 Sampling Size	24
3.4 Data analysis and interpretation	24

ABSTRACT

Streamyx is Malaysia's broadband access service which is perpetually connected to the Internet with speed bandwidths of 512k up to 2mbps. With this high-speed connectivity, the Streamyx is an ideal tool to support most broadband applications such as, web hosting, video streaming, e-commerce, distance learning and others

This project paper is done to determine the level of satisfaction towards TM Streamyx services, to identify the drivers that influence customer satisfaction towards TM Streamyx and to provide recommendation on how to deliver better services in order to increase customer retention rate.

This study uses descriptive data. Based on the result and findings, majority of the respondents agree with the quality of service, counter of customers' complaint, call centre and physical facilities. They choose to answer agree because most of the respondents are staff of TM Point, Menara Rebung. However, the staff still needs a training and workshop to maintain their customers' satisfaction.

Other than that, the result and findings for pricing of TM Streamyx shows that most of the customers disagree with the pricing of TM Streamyx because the customers perceived that the price are not competitive. In order to solve the price problem, the company should offer competitive price and at the same time retain the quality of service and product offered, definitely the customers would be loyal to the company.

CHAPTER 1

INTRODUCTION

1.0 Introduction

Customer Satisfaction can be defined as a customer is satisfied when a product and services meets or exceeds a customer's expectation. Thus, the purpose of this study is to measure level of customer satisfaction towards TM Streamyx.

1.1 Company Background

1.1.1 Company History

TM Bhd was incorporated in 1946 and was then known as Malayan Telecommunications Department. It was then fully owned and managed by the pre-independent government. In 1964, TM Bhd unveiled its own logo and a subsequent change of name to Jabatan Telekom Malaysia (JTM). It was later corporatised and known by the name of Syarikat Telekom Malaysia Berhad (STMB), the nation's first privatised entity. In 1990, Syarikat Telekom Malaysia Berhad changed its name to Telekom Malaysia Berhad (until now) and subsequently listed on the main board of Bursa Malaysia.

Telekom Malaysia Berhad's vision is :

Be the communications company of choice focused on delivering exceptional value to customers and stakeholders.

Telekom Malaysia Berhad's mission is :

- Be the recognised leader in all markets served.
- Be a customer focused organisation that provides one-stop total solution.
- Build enduring relationships based on trust with customers and partners.