

**A STUDY ON CUSTOMER SATISFACTION IN USING
THE TMTOUCH SERVICES PROVIDED BY
TELEKOM CELLULAR SDN. BHD.
AROUND MALACCA AREA**

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LETTER OF TRANSMITTAL

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Dear Sir;

SUBMISSION OF FINAL PROJECT

Enclosed herewith is the thesis entitled "*A Study on Customer Satisfaction Using The TMTOUCH Services Provided By Telekom Cellular Sdn. Bhd. Around Malacca Area*".

The purpose of this research is to identify the level of customer's satisfaction towards network and counter service provided by TMTOUCH Company. There are some recommendations included in this research for TMTOUCH Malacca in improving its service network and counter service.

I hope this research paper will meet the requirements of the faculty. I appreciate all the guidance and support you have given upon the completion of this research.

Thank you for your kindness to accept this project paper.

Yours sincerely,



(NOOR AFFENDY BIN HAJI IDRIS)

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ABSTRACT

Satisfying customers are one of the factors that are being given priority by many service organizations. This project paper mainly focusing on the level of customer's satisfaction towards network and counter services provided by TMTOUCH Malacca. The objective of this research is to identify whether customers sre satisfied with the service network and counter services provided and to look for their main problem in using the service.

TMTOUCH management is aware that customer service comes first, as TMTOUCH mission is " To provide total customer satisfaction with excellent services and superior products through smart partnership, delivered by professionals of high integrity in a dynamic and caring organization".

In order to gain the relevant data, 50 questionnaires were distributed. The target customers for this project were the people who entered TMTOUCH premises to do transaction. Simple random sampling method was used in this survey. Beside that, the data were obtained from printed media, Internets, library, journal, newspapers and also from an interview with TMTOUCH personnel.

The data that had been collected were analyzed using the SPSS program. The analysis includes a frequency distribution for variable produced a table of frequency counts, percentages and cumulative percentages for the entire value associated with the variable. The answers collected were also determined by examining mean and cross-tabulation.

There are a few recommendations to TMTOUCH Malacca in delivering high quality of customer service to their customers. Hopefully TMTOUCH is aware that customer service comes first in a service industry like what TMTOUCH is in.