

*A study on contribution of Service Quality, Price, Corporate Image and Customers' Satisfaction towards Customer Loyalty*

**Case study of Telekom Malaysia Kota Bharu Region**

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**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
'DECLARATION OF ORIGINAL WORK'**

I, Hasbullah Bin Zakaria, (I/C Number: )

Hereby, declare that:

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

Signature:.....

## LETTER OF TRANSMITTAL

Assoc. Prof. Mohd. Nasir Bin Muda  
Advisor of Project Paper (MKT 660)  
Bachelor of Business Administration with Honours (Marketing)  
Faculty of Business Management  
University Technology MARA  
15400 Kota Bharu  
Kelantan

Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper titled ***“A STUDY ON CONTRIBUTION OF SERVICE QUALITY, PRICE, CORPORATE IMAGE AND CUSTOMERS’ SATISFACTION TOWARDS CUSTOMERS’ LOYALTY (Case Study of Telekom Kota Bharu Region)”*** to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours faithfully,

HASBULLAH BIN ZAKARIA  
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## ABSTRACTS

The rapid changing and development in world business, forced organization that are in the telecommunication industry to look for something new and different if they want to be the best. They have to be different in their marketing activities and concern more about the social and current issues. The title of this study is "A study on contribution of Service Quality, Price, Corporate Image and Customers' Satisfaction towards Loyalty of TM' customers (Kota Bharu Region)". Since equal access is being allowed, TM especially in Kota Bharu are facing few problems in maintaining its customer loyalty and at the same time to attract the new customers towards its telephony services. Base on observations and interview, the researcher was chose four independents variable such as service quality, price, corporate image and customer satisfaction. The data are collected through questionnaires that are distributed to the customers of Telekom Malaysia Kota Bharu Region (TMKBR). The population of customers at TMKBR is 90,000 but only 200 sample sizes are used, because of few constraints such as time and money. The result of the research revealed that most of the respondents are really happy with the services provided by TMKBR. Most of the variables measured in this study received a neutral rating. In other hand TM should upgrade its services from good to excellence in order to maintain the existing customers and tackle a new customers. It is also to prevent from switching to the competitors. As a recommendation, the company should improve the performance and maintain its customers loyalty towards the services provided. At the same time hopefully the company will able to retain and gain more customers. At the end of the paper, few recommendations are made in order for the company to improve its performance and maintain its customer loyalty towards the services provided.

## **CHAPTER 1**

### **1.0 INTRODUCTION**

The first chapter is attempts to discuss the background of the study that will provide a general idea on the scope of the study. The chapter will present the identified research problem and will follow by the objective of the study. It will proceeds with the explanation of importance of the study. Finally, this chapter will present the study hypotheses.

### **1.1 BACKGROUND OF THE STUDY**

The need to communicate is a vital part of our life. We want to know the latest news. We need to hear from loved ones. We would like to have a friendly ear to listen to us. Communications is now a basis need and should not just be confined to fixed wired locations. Everybody wants to be connected and communicated to each other probably at all the time in order to create good rapport and enhancing relationship.

The telecommunications industry is currently facing a new market environment driven by the following factors: New technologies, regulatory drive in response to enhanced social,