



UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

“THE EFFECTIVENESS OF TELEMARKETING
IN PROMOTING STREAMYX PACKAGE”

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Assalamu'alaikum w.b.t,

In the name of Allah, the Most Gracious, the most Merciful,

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Thank You.

DECLARATION OF WORK



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“Declaration of original work”

I, Nurulhuda binti Ramli

(I/C Number: 890417-11-5370)

Herby, 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 paper is the result of any independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: April 2011

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ABSTRACT

The purpose of this research was to identify the effectiveness of telemarketing in promoting Streamyx package. Currently, Telekom Malaysia Berhad TM is among the best telecommunication industry in Malaysia. TM is wanted to maintain its competitiveness in the market. To achieve it, Telekom Malaysia Berhad used telemarketing in promoting its successfully product, Streamyx. Researcher is used probability and non-probability sampling technique, where 75 questionnaires are distributed to the respondents who lived in Terengganu. The researcher measured dependent variable effectiveness of telemarketing in promoting Streamyx package and three independent variables which were attitude of caller, time management and prior cold calling. The findings are interpreted by using frequency distribution analysis, descriptive analysis and hypothesis testing. The findings in descriptive analysis showed that all variable mean were greater than absolute mean. The findings in hypotheses testing showed significant association between difference mean dependent variable and independent variables. Researcher was suggesting TM in future would use again telemarketing to promote Streamyx package. But, telemarketing must be integrated or mix with other promotional tools.