



**YOUTH'S ACCEPTANCE TOWARD STREAMYX
BROADBAND PACKAGES BY TM POINT KUALA KRAI,
KELANTAN**

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The chapter one is about introduction, consist of the background of the company, background of the study, problem statement, research objectives, theoretical framework, research questions, hypothesis, significance of the study, limitation of the study, and scope of the study.

This study focus on TM Point Kuala Krai which is the Telekom Sales and Services department. TM Point Kuala Krai operate under Telekom Malaysia.

Telekom Malaysia Berhad is the largest telecommunication company in Malaysia. It has a monopoly on the fixed line network and has a considerable market share of the mobile communications market after its acquisition of Celcom and merging with its mobile operation arm, TMTouch.

TM has an internet service provider subsidiary (TM Net) offering narrowband and broadband connectivity. Broadband connectivity is through DSL under TM Net's Streamyx brand. Due to its near monopoly of the last mile connections, TM Net is now the largest DSL broadband provider in the country. Telekom Malaysia officially changed its global brand from Telekom Malaysia to TM in April 2005.

1.1 BACKGROUND OF THE COMPANY

1.1.1 HISTORY OF TELEKOM MALAYSIA BERHAD (TM)

Telekom Malaysia Berhad (TM) is the largest integrated communications solutions provider in Malaysia, and one of Asia's leading communications companies, with market capitalization of RM11 billion and an employee force of 24,744 (Telekom Malaysia (TM) Annual Report, 2009).

TM was established as the telecommunications Department of Malaya in 1946. It was privatized in 1987, and listed on bursa Securities in 1990. Since then, its growth has been phenomenal. In 2007, it was decided that a demerger of the mobile and fixed services would be strategic. This exercise was completed in April 2008, allowing TM to focus more intently on its core business of providing communication services and solutions in Internet and multimedia, data and the fixed line.

TM has always been a partner in nation-building, enabling Malaysia's development with the latest technologies. As it transformed its network infrastructure from analog to digital and, now, to an IP base, the nation has benefitted from new communication possibilities as well as better and faster connectivity. TM was one of the pioneering companies in facilitating Malaysia's entry into the Internet age with *Streamyx*, its broadband service introduced in 2001. Serving 1.43 million Malaysian customers as at end of 2009, TM today is Malaysia's leading broadband service provider.

DATA FINDINGS

1) RELIABILITY ANALYSIS

i) Perceived Financial Cost

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.806	.809	6

ii) Compatibility

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.789	.798	7

iii) Perceived Usefulness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.919	.919	7



**“YOUTH’S ACCEPTANCE TOWARD STREAMYX BROADBAND
PACKAGES BY TM POINT KUALA KRAI KELANTAN”**

**“PENERIMAAN BELIA TERHADAP PAKEJ JALUR LEBAR
STREAMYX OLEH TM POINT KUALA KRAI KELANTAN”**

Dear Respondent,

This questionnaire is design to study on the factor that influence youth’s acceptance towards streamyx broadband packages by TM Point Kuala Krai. The information you provide will help researcher to have better understanding about the acceptance of streamyx by youth. Your response will be kept strictly confidential. Thank you very much for your time and cooperation.

Kepada Responden,

Soal selidik ini direka untuk mengkaji faktor yang mempengaruhi penerimaan belia terhadap pakej jalur lebar streamyx oleh TM Point Kuala Krai. Maklumat yang anda berikan akan membantu penyelidik untuk mendapat pemahaman yang lebih baik mengenai penerimaan streamyx oleh belia. Maklum balas anda akan dirahsiakan. Kerjasama anda amatlah dihargai. Terima kasih.

**SECTION A: DEMOGRAPHIC PROFILE
BAHAGIAN A: PROFIL DEMOGRAFIK**

Pease tick (/) to the appropriate choice.
Sila tandakan (/) pada pilihan anda.

1. AGE / UMUR

- 18 to 24 years / 18 hingga 24 tahun
 25 to 34 years / 25 hingga 34 tahun
 35 to 40 years / 35 hingga 40 tahun

2. GENDER / JANTINA

- Male / Lelaki Female / Perempuan

3. HIGHEST EDUCATION / PENDIDIKAN TERTINGGI

- SPM / SPM STPM / STPM
 Certificate / Sijil
 Diploma / Diploma
 Bachelor Degree / Ijazah Sarjana Muda
 Master Degree / Ijazah Sarjana
 PhD / Doktor Falsafah

4. MONTHLY PERSONAL INCOME / PENDAPATAN BULANAN

- Below RM1000 / Bawah RM1000
 RM1001 to RM1999 / RM1000 hingga RM1999
 RM2000 to RM2999 / RM2000 hingga RM2999
 RM5000 and above / RM5000 dan ke atas

5. OCCUPATION / PEKERJAAN

- Student / Pelajar Others / Lain-lain
 Government / Kerajaan
 Private sector / Swasta
 Business / Perniagaan Sendiri