



**CUSTOMER SATISFACTION TOWARDS
MOBILE TELECOMMUNICATION SERVICE PROVIDERS**

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DECLARATION OF ORIGINAL WORK



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ABSTRACT

It is quite challenging for the customers nowadays to choose the right network service provider for their mobile phone. This is happening because not all mobile telecommunication service providers can provide services that really can satisfy their customer. Besides, some of the mobile service provider only focusing to provide new services by the mind set of to compete with their competitor instead of providing a good service to the customers.

It is important for mobile telecommunication service providers acknowledge the importance of customer satisfaction for them to increase their market share as well as increasing their profit. Therefore, they should be more concern on the factors that can affect the customer satisfaction.

This study is based on customer experience and perspective towards mobile telecommunication service providers in Malaysia. 100 questionnaires have been distributed to the respondents in the area Miri, Sarawak. The findings of this study reveal that assurance as the dimension in service quality, place and physical evidence as the dimensions of the marketing mix have been playing the important role towards customer satisfaction.

TABLE OF CONTENTS

ABSTRACT.....	iii
LIST OF TABLES.....	viii
LIST OF FIGURE	x
1.1 Background of the Study	1
1.2 Problem Statement	2
1.3 Research Questions	3
1.4 Research Objectives.....	3
1.5 Research Scope.....	4
1.6 Significance of Research.....	4
1.7 Research Limitations	5
1.8 Definition of Terms.....	5
1.9 Proposed Outline of the Research	7
CHAPTER 2: LITERATURE REVIEW.....	8
2.1 Telecommunication Industry in Malaysia.....	8
2.2 Customer Satisfaction.....	9
2.3 Factors affect Customer Satisfaction towards Mobile Telecommunication Service Providers	10
2.3.1 Service Quality	10
2.3.2 Marketing Mix	11
2.4 Conceptual Framework	13
2.5 Research Hypotheses	14
CHAPTER 3: RESEARCH METHODOLOGY	15

CHAPTER 1: INTRODUCTION

1.1 Background of the Study

First and foremost, there are many people own or have admittance to one cell phone. This can be seen in 2002, the World Telecommunications Development Report expressed that each 6th individual in this world has a cell phone. The quantity of portable endorsers around the globe is probably to achieve 1.4 billion in 2010 (Lacohee, Wakeford, and Pearson, 2010).

In Malaysia, according to the Malaysian Communications and Multimedia Commission study available telephone clients in 2014, for Sarawak state, the aggregate hand phone users are 6.8%. There was a great deal of rivalry among service telecommunication suppliers in Malaysia. This opposition happens as they were attempting to offer different products and services in this market (Siew, et al, 2011). The Malaysian mobile industry is among the world's most focused with twelve mobile service suppliers for a total population of 27 million (Arokiasamy and Abdul Ghani, 2013). The main three mobile service providers in Malaysia are Maxis, Celcom and Digi. The rivalry between them is getting more grounded these days (Chang and Chong, 2011), and it appears like they are overlooking the variables that could influence their consumer satisfaction towards the services that they gave to the customer.

Therefore, this study was purposely to investigate the customer satisfaction level among the mobile telecommunication users in Malaysia especially in Sarawak state. This study will identify the possible factors that can affect customer satisfaction. It also will state the major factor that may influence customer satisfaction as well as to assess the relationship between the all of the possible factors that can affect customer satisfaction towards their mobile telecommunication service provider.