



**“The relationship of service quality towards customer
satisfaction of telekom MALAYSIA PENANG’S fixed line telephone
services”**

Mohd Darus Md Noh

2007245012

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

PULAU PINANG

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DECLARATION OF ORIGINAL WORK



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WITH HONOUR (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PULAU PINANG

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ABSTRACT (ENGLISH)

Fixed Line Telephones Service is a single line communication service, which enables consumers to use the service as voice, fax or internet. The current environment shows that majority of the Customers still depend on the fixed line telephones services to communicate either for personal purposes or business interactions. In Telekom Malaysia (TM), the fixed line service has contributed forty-eight (48%) percent of its total revenues. This study aimed at determining the relationship of service quality towards customer satisfaction of TM Penangs' fixed line services. It also aims to explore possible marketing strategies to improve the business performance of fixed line telephones services of TM Penang. Various methods of data analysis used to analyze data such as frequency analysis, reliability analysis, Pearson correlation analysis and multiple regression analysis. The results of this study showed that the relationship between service quality (reliability and empathy) towards customer satisfaction of TM Penang's fixed-line telephone services.