

UNIVERSITI TEKNOLOGI MARA

**ASSESSING THE PERCEIVED BRAND IMAGE OF
TM AND CUSTOMER SATISFACTION LEVEL AT
TMPOINT IN KUCHING**

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requirements for

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DECLARATION OF ORIGINAL WORK

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Sarawak

“Declaration of Original Work”

We, **ABDURAHIM BIN DAWI** and **NAZARIHAN BIN HJ KHALIT** hereby declare that:

- This work has not previously been accepted in substitute 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 our independent works and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

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EXECUTIVE SUMMARY

The objectives are to determine TM Brand's image and compare it with other brand in the market. This project is also to determine the level of customers' satisfaction at TMpoint. There are 2 parts of the study involving the general public at large in Kuching and TM's customers patronising TMpoint.

For the first part, the six core attributes, namely Innovativeness, Credibility of Image, Understanding Customer, Quality, Value for Money and Trustworthiness adopted from the Reader's Digest Trusted Brand Survey and additional attribute of Reliability were used to measure the perceived brand image of TM Brand. Based on the literature reviews, the items describing these core attributes are identified and a focus group consisting of experienced managers from various industries is conducted. From here the questionnaires are prepared and given to the respondents.

As for the second part, 5 dimensions of customer service that is Tangible, Reliability, Empathy, Responsiveness and Assurance are explored. This conceptual framework is adapted from the Parasuraman et al model and the questionnaires are developed and given to the respondents.

The findings from the first part indicated that the perceived brand image of TM is above the average, having a mean score of 5. The respondents however perceived TM Brand less positively on 3 attributes (Value for Money, Quality and Reliability) when compared with other brand. Younger respondents evaluated higher than the older ones, while the Chinese evaluated lower than the other races.

The second part results showed that the overall customer's satisfaction is 5.7 and indicated that 3 areas (Responsiveness, Reliability and Empathy) need to be improved which has low rating.

Based on these findings, the following recommendations are put forward for the considerations of TM Management:

1. Improve on the A&P to cover the necessary segments like the older age groups and the Chinese.
2. Improve on communications with dealers and rope in relevant spoke persons for TM.
3. Improve on systems and processes in TMpoint.
4. Improve people skills and competencies in interfacing with the customers.

CHAPTER 1

INTRODUCTION

“A brand is the name, associated with one or more items in the product line that is used to identify the source of character of the item(s)” (Kotler 2000). Effective brands can create a consistent and powerful idea in people’s mind and enable a particular product or company represented by the brand to stand out from the rest of the pack in meaningful way. For this reason, branding has become an important strategic initiative of companies that strive in a competitive business environment.

In the last decade, many organizations have initiated rebranding exercises and this is gaining popularity. When an organization designs or repositions a brand, it makes or changes the perception of a customer about a product, service and company. According to Kaikati J.G & Kaikati A.M (2003), companies doing rebranding around the world increased by 7 percent in the first half of 2001 from a year earlier, to 1,993. The USA led the world with 1,761 name changes, followed by UK with 65 name changes, Canada with 41, Germany 29, France with 24 and Japan with 21.

There are various reasons why organizations or companies carry out rebranding exercise. According to Muzellec & Lambkin (2005), among the reasons are:

1. Change in ownership structure - Mergers or acquisitions, spin-offs and demergers, private to public ownership and sponsorship
2. Change in corporate strategy – Diversification and divestment, internationalization and localization
3. Change in competitive position – Erosion of market position, outdated image and reputation problems