A STUDY OF CUSTOMER SATISFACTIONS TOWARDS FIXED LINE TELEPHONE SERVICE PROVIDED BY TELEKOM MALAYSIA BERHAD

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EXECUTIVE SUMMARY

This research examine about the customer satisfaction towards fixed line telephone provided by Telekom Malaysia Berhad.

The totals of 100 people are selected to be the respondents for this research, which are registered as the user of Fixed Line Telephone at Telekom Malaysia Berhad. These respondents are divided into two categories, which is 50 respondents are coming from the regular customer of Telekom Malaysia Berhad and the other 50 respondents are distributed to five managers of Program Management and Service Delivery (PMSD), Telekom Malaysia Berhad.

For the purpose of this research, a research survey was conducted with structured questionnaire and has distributed it to 100 respondents. The questionnaire consists of 41 questions, which can be classified into four sections. Section A consists of demographic profile of respondents, Section B are focused on the customer satisfaction towards Fixed Line Telephone of Telekom Malaysia Berhad, Section C represent the customer satisfaction in service level of Fixed Line Telephone and Section D is focused on customer satisfaction in quality level of Fixed Line Telephone.

In this research, the researcher has used the SPSS program (11.5 versions) in analyzing the data gathering. The researcher used the method of frequency distribution, mean and standard deviation to analyze the data and finding. In analyzing the hypothesis test, the researcher used the one sample t-test to testing

the hypothesis in order to know which hypothesis will be accepted or rejected (H0 or H1).

Based on the hypothesis testing for service of Fixed Line Telephone, the researcher found that that most of the respondents have a positive satisfaction towards the service of Fixed Line Telephone provided by Telekom Malaysia, so the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted.

Based on the hypothesis testing for quality of Fixed Line Telephone, the researcher found that that most of the respondents have a positive satisfaction towards the quality of Fixed Line Telephone provided by Telekom Malaysia, so the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted.

Therefore, the researcher has concluded that, most of the customer are satisfied with the quality and service level of Fixed Line Telephone that has been provided by Telekom Malaysia Berhad.

Some recommendation have been made in helping Telekom Malaysia Berhad in order to overcome the problem of Fixed Line Telephone such as maintain customer relationship, increase customer service, increase the quality of Fixed Line telephone and also benchmarking with other mobile phone service that also have fixed line service such as Maxis, Celcom, Digi, TM Touch and etc.

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