



**CUSTOMER PERCEPTION OF
SERVICE QUALITY FOR TELEKOM
STREAMYX INSTALLATION AND
MAINTENANCE SERVICES IN KOTA
KINABALU, SABAH**

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ABSTRACT

This study is entitled "Customer Perception of Service Quality for Telekom Streamyx Installation and Maintenance Services in Kota Kinabalu, Sabah" with the objectives to: (i) determine the expectation of customers of service quality when Streamyx Internet lines are installed or maintained; (ii) determine the perception of service quality received by customers in the installation or maintenance of Streamyx Internet lines; (iii) determine whether there is a gap in the expected and perceived service quality in the installation or maintenance of Streamyx Internet lines; and (iv) compare service quality gap between home and business users in the installation or maintenance of Streamyx Internet lines. The expected and perceived service quality was measured based on seven dimensions: Reliability, Accessibility, User-friendly, Privacy/Security, Efficiency, Responsiveness, and Fulfillment using a self-administered questionnaire which were distributed in a face-to-face survey. A total of 150 respondents were involved in this study who were selected using convenience sampling. Data from the questionnaire was analyzed using descriptive and inferential statistics with SPSS Ver. 20.0. Findings showed that there is a high expectancy of service quality which is matched to a slightly lower than the expected service but also high level of perceived service. The service quality gap analysis showed that reliability, responsiveness and accessibilities have the highest gap whereas the comparison of service quality gap between home and business internet users indicated significant differences in the aspects of reliability, user-friendly, privacy/security and efficiency. There is no significant relationship between expected service quality and perceived service quality. Type of user is also not a significant moderator for the relationship between expected service quality and perceived service quality. It is recommended that future research should focus on determining the factors that influenced service quality perception among the business internet users. The findings of this study can also be used to further improve Telekom's Streamyx brand so that it remains competitive and the Number One choice among Malaysian users.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Chapter one presents the introduction of this study which comprises of eight sections. The first section (Section 1.1) is the background of the study while Section 1.2 presents the problem statement. The third section (Section 1.3) states the objectives of the study and Section 1.4, the research questions and then Section 1.5, the research hypotheses. This is followed by a separate section (Section 1.6) which explains the significance of the study. Section 1.7 is next which outlines the organization of this thesis. Section 1.8 summarizes the chapter.

1.1 Background of the Study

The telecommunication industry in Malaysia has shown a rapid growth since Independence Day. Prior to 1946, the telecommunication services were the responsibility of the Post and Telegraph Department but by 1968, the Department of Telecommunication Malaysia was established to oversee the telecommunication services throughout Malaysia. By 1987, the operation of Malaysia's telecommunication services was transferred to Syarikat Telekom Malaysia Berhad which became a public listed company in 1990. By 1985, Malaysia introduced mobile services and the growth of the mobile services as well as Internet services has been rapid in the past decade.

The telecommunication services are indeed very important as it provides communication among individuals and organizations in transacting personal and business needs. As the nation became even more progressive in terms of information and communication technology, Telekom Malaysia Berhad also grows in tandem to provide competitive and modern telecommunication products and services to customers. One of these is Streamyx Home and Business Internet Connection which is one of the leading Internet Connection preferred by customers in Malaysia.

The revolution of the Internet is a global phenomenon. Statistics shows that there is a positive growth of Internet users in Malaysia from 2000 to 2012 as shown in Figure 1.1. The rising number of Internet users suggests that connectivity to the Internet has become a crucial need to the general population in this country.