

FOTOSTAT TIDAK DIBENARKA

**A STUDY ON:
CUSTOMERS' PERCEPTION TOWARDS FACTORS AFFECTING TRAINING
PROGRAM AT TELEKOM TRAINING COLLEGE EASTERN REGION**

SITI SELMAH BINTI AZIZ

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
DUNGUN TERENGGANU

OCTOBER 1999

UNIT RUJUKAN & PERKHIDMATAN PEMBACA

LETTER OF TRANSMITTAL

BBA (Hons) Marketing 04
Faculty of Business and Management
Mara University of Technology Terengganu
23000 Dungun
Terengganu

October 17th ,1999

Tuan Hj Norudin Mansor
Research Project Advisor
Faculty of Business and Management
MARA University of Technology Terengganu
23000 Dungun
Terengganu.

Sir,

A STUDY ON: CUSTOMERS' PERCEPTION TOWARDS FACTORS AFFECTING TRAINING PROGRAMS AT TELEKOM TRAINING COLLEGE EASTERN REGION.

Enclosed here is the internship thesis entitled " The study on: Customers' Perception Towards Factors Affecting Training Program at Telekom Training College Eastern Region.

I do hope this report will meet the requirement and expectation of the faculty of Business and Management.

I thank you for all the guidance and support you have generously rendered for the completion of this report.

Thank you.

Yours Faithfully,


Siti Selmah Bt Aziz
(97374009)

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ACKNOWLEDGEMENT

Assalamualaikum,

By the name of Allah Al Mighty Generous and Al Mighty Merciful with His Blessing and Goodness, this thesis has been completed.

First and foremost, I would like to thank those who had been involved in contributing their value ideas and help in preparing and completing this projects.

Secondly, special thanks to Tuan Haji Norudin Mansor, my advisor for this thesis, for his support, encouragement, patient and understanding. My very deepest thanks also to

All the lecturers of Mara Institute of Technology, Terengganu especially En Mazilan, Puan Normala, Puan Faizah and Puan Shazila, for their substantial support and encouragement.

UNIT TEKNOLOGI MARA TERENGGANU

ABSTRACT

The objectives of this study are to investigate and understand factors affecting customer perception towards training program and to examine the factors that contribute to the highest customer perception. In this study, "customer" refers to those who attend training at TTC Eastern Region and they are Telekom staffs.

This research was conducted to measure the customers' perception towards factors affecting training program at TTC Eastern Region. Hence, the study will be narrowed down to 4 main factors, which are facilities, time, Instructor (speaker) and program contents that receive a high degree by the customers.

The sample was comprised of 269 respondents. The questionnaire are sent by mail to respondents (Telekom staffs) in randomly about 269 copies that working at Terengganu but only response from them 169 out of 269 respondents. This constitute only 63% return rate.

The questionnaire is divided into 4 sections. Section A discuss about personal information. Section B about the courses. Section C about perception of Telekom staffs and Section D about factors affecting training program.

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