

AN ANALYSIS ON FACTORS THAT MOTIVATE
CUSTOMERS TO REMAIN LOYAL WITH
TELEKOM MALAYSIA BERHAD

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UNIT REJUKAN & PERKHIDMATAN PEMBACA

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LETTER OF TRANSMITTAL

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October 18th, 1999

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SUBMISSION OF PAPER WORK

Dear Sir,

As to fulfill the course requirement for BBA (Hons) Marketing,
enclosed herewith paperwork entitle “ *An Analysis On Factor
That Motivate Customers To Remain Loyal With Telekom
Malaysia Berhad*”.

It is hope that this project paper will fulfill your requirement of the
course.

Thank you,

Yours sincerely,



(AFZAINZAH BINTI ADAM)
97283529

UNIT RUJUKAN & PERKHIDMATAN PEMBACA

FOTOSTAT HUBUNGAN

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ABSTRACT

This paper work contains of six chapters. It includes an introduction, literature review, theoretical framework, research design & methodology, data interpretation analysis and conclusions & recommendations. The target population of the study was conducted in Major Business Sales Kuala Lumpur area. The purpose of this study is to analyze factor that can motivate customers to remain with Telekom Malaysia Berhad as their telecommunication service provider.

Objective of this research is to evaluate and determine the factor that can motivate customers to remain with the service provider.

This research design and methodology include secondary data and primary data.

While to determine the finding researcher decided to use frequency analysis, cross-tabulation analysis and many others.

UNIT KURSUS & PENYELATAN PEMBACA

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