

**A STUDY ON COMPLAINTS RELATED TO  
RESIDENTIAL FIXED LINE TELEPHONE SERVICE  
PROVIDED BY TELEKOM MALAYSIA WITHIN  
SETAPAK EXCHANGE**

**TENGGU BADREESHAN BIN RAJA HUSSIN  
95026858**

**BACHELOR OF BUSINESS ADMINISTRATION  
(MARKETING)  
SCHOOL OF BUSINESS AND MANAGEMENT  
INSTITUT TEKNOLOGI MARA, SHAH ALAM  
APRIL 1996**

FOTOSTAT TIDAK DIBENARKAN

Tengku BadreeShah bin Raja Hussin  
School of Business & Management  
Institut Teknologi MARA  
40450 SHAH ALAM  
Selangor Darul Ehsan

April 16, 1997

**Puan Kalsom binti Abu Bakar**  
**Course Tutor (Marketing)**  
**School of Business & Management**  
**Institut Teknologi MARA**  
**40450 SHAH ALAM**  
**Selangor Darul Ehsan**

Dear Madam,

**INDUSTRIAL ATTACHMENT PROJECT PAPER**

Enclosed is a report entitle "**A Study On Complaints Related To Residential Fixed Line Telephone Service Provided By Telekom Malaysia Within Setapak Exchange**". I hope that this report will meet your requirement and achieve its desired objective.

Complying this report was made possible with the help from many people and I wish to thank all of them for their support and cooperation.

I would like to take this opportunity to thanks for your fruitful advice rendered during the entire preparation of this report of which without the support and cooperation from all mentioned, this report would not be possible.

Thank you,

Yours sincerely



**(Tengku Badreeshah Bin Raja Hussin)**

## *ACKNOWLEDGMENTS*

I would like to express my gratitude to my advisor, Puan Kalsom Binti Abu Bakar for her patient guidance and constructive criticism towards the completion of this project paper.

To Puan Haniza Binti Baharom, I would like to thank for her support and invaluable assistance during my practical training at Kedai Telekom Setapak.

Special thanks to Samihah, Abang Shah, Abang Arif, Abang Ba and Kak Da for their constant encouragement and help in finishing the project paper.

Finally, I am indebted to my parents for their unending moral support throughout the course of my study. To others, whom I have not specifically named, but who have nevertheless rendered their assistance towards the completion of this project paper, thank you and may Allah bless all of you.

## **1.0 BACKGROUND OF THE STUDY**

Telekom Malaysia Berhad is the leading telecommunication service provider in Malaysia. It was incorporated as a privatised company in 1987. Being the pioneer in the industry, the market and customer expectations from Telekom also increased after the privatisation period. The customers were expecting a modern and high quality service.

Unfortunately, public perception of Telekom's services is that they are still far from expectations. Public seems to complaint on Telekom's inefficiencies. According to 1995 annual report, the total faults reported per line for year was 0.6 per cent with seven complaints per 1000 lines.

The future profitability of Telekom depends very much on efficiency and productivity especially with the emergence of other players in the industry. Telekom must ensure the customer is satisfied of their services because satisfied customers contribute towards revenues and reduced operating cost.

This research was made to find out whether the level of residential fixed line service provided by Telekom Malaysia is at satisfactory level.

## TABLE OF CONTENTS

Acknowledgments

Letter Of Transmittal

List Of Tables

List Of Charts

List Of Abbreviations

### CHAPTER 1

1.0	Background of The Study	1
1.2	Scope of The Study	2
1.3	Statement of Problem	2
1.4	Objective of The Study	2

### CHAPTER 2

2.0	Literature Review	
-----	-------------------	--

### CHAPTER 3

3.0	Telecommunication In Perspective	8
3.1	Dawn of Local Telecommunications	8
3.2	Pre-War Colonial Period	9
3.3	Road To Privatisation	10

### CHAPTER 4

4.0	Telekom Malaysia Berhad	14
4.1	Services Offered by Telekom Malaysia	41
4.2	Competitors	19