

**“A STUDY ON THE CUSTOMER SATISFACTION TOWARD
INTEGRATED SERVICES DIGITAL NETWORK (ISDN) - BASIC
RATE INTERFACE (BRI) SERVICES BY TELEKOM MALAYSIA
BERHAD WITHIN PAHANG”**

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MARKETING INTERNSHIP (MKT 650) PROJECT PAPER

Enclosed herewith is my project paper proposal entitled "**A Study On The Customer Satisfaction Toward *Integrated Services Digital Network (ISDN) - Basic Rate Interface (Bri) Services By Telekom Malaysia Berhad Within Pahang***".

With the submission of this project paper, I do hope that it will meet the requirements and the purpose of the Marketing Internship (MKT 650) subject.

Thank you.

Yours faithfully



(SHAHREDZA BIN ABDUL RASHID)

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ABSTRACT

The government effort to increase the efficiency of government agencies has created higher demand for telecommunications services in Malaysia. Telekom Malaysia Berhad adopts a proactive attitude toward advancement in telecommunications technology and capitalizes on innovative breakthrough to provide modern and up-to-date telecommunication services. Computers and communications have become interdependent and their technologies have merged into information technology (IT). The Personal Computer (PC) will also double as an Integrated Service Digital Network (ISDN) terminal, a telecommunication service that enables a user to exchange voice, text, image and data simultaneously with his "telephone" set. The ISDN has been commercialized in 1993 since has been introduced in 1989.

The shift to digital technology from analogue has brought more alternatives to the users who demand for better and less expensive service. There are today various ISDN applications available in the market place for different market sector such as banking, manufacturing, real estate, oil industries and so on. The focal point of the research is the ISDN (BRI) customer, to know how well Telekom Malaysia Berhad providing the best deal for the best service. The urge of this study is to identify the satisfaction level of customer within Pahang toward Telekom Malaysia Berhad's services to assist the management in designing the ISDN (BRI) marketing strategies

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