

**TELEKOM MALAYSIA:
CUSTOMER SATISFACTION TOWARDS CENTREX
SERVICES IN KOTA KINABALU AREA**

ROSLINDA BTE JUANIS

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
(MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY**

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LETTER OF TRANSMITTAL

Roslinda Bte Juanis
Bachelor of Business Administration
(Hons) (Marketing)
MARA Institute of Technology
Terengganu Campus
23000 Dungun Terengganu

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Mr. Worrnan Hj Kabul
Advisor of Marketing Internship (MKT 650)
MARA Institute of Technology
Sabah Campus
88888 Kota Kinabalu

Dear sir

SUBMISSION OF FINAL REPORT

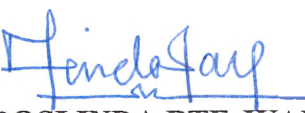
The above matter refers. Please find attached the final report entitled "**A Study On Customer Satisfaction Towards Telekom Malaysia Centrex Service In Kota Kinabalu Area**" for your kind perusal.

I hope this report will meet the requirements and the expectations as needed by the Faculty of Business and Management.

Your kindness to accept the report is very much appreciated.

Thank you.

Yours sincerely


(ROSLINDA BTE JUANIS)
ITM NO: 97006152

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Manager	- Dk Nuripah Pg Hj Tinggal
Account Executive	- Nohajami Hj Safan and Awang Damit Rashid
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Customer Support Asst.	- Dg. Rajimah Matusin, Asnita Adnan, Fauziah Matusin, Thussin Hj Saidil and Abd Ghani Aman

Major Business Sales of Kota Kinabalu Division:

Manager	- Pn Esther P Gom
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Your information, ideas and support are greatly appreciated.

Roslinda Bte Juanis
Practical training student
ITM Terengganu Campus

EXECUTIVE SUMMARY

"The customer is King." 'The customer is always right.' We put our customers first.' Look after your customers, and they will look after you.'... the world is full of pious sayings about customer service.

Ten years since corporatization and Telekom Malaysia Berhad has revolutionized the telecommunications industry in Malaysia, bringing the nation into an era of high technology in line with global trends. The emergence of superior technologies like fibre optics and digitalization has provided Telekom Malaysia with the launch pad to leapfrog into future. Internally, Telekom Malaysia was becoming more sophisticated in its operations. To defend its technological leadership, the Company invested in people, skills and resources. Its Quality Management Division and Total Customer Satisfaction program were conceived to make sure that customer needs were met.

This research study will only focus in Kota Kinabalu area that covers one of the services of Telekom Malaysia namely **CENTREX**. Research had been conducted base on the customer segments as follows that are CGG and MBS. This research attempts to study the *"Customer Satisfaction on CENTREX Services in the Telekom Malaysia divisions: Corporate, Global & Government and Major Business Sales in Kota Kinabalu area"*. The problem statement of this research is to know to what extent do CENTREX performance, customer service and promotional strategy in the Telekom Malaysia perceive by customers.

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