



A STUDY ON:
THE LOYALTY OF THE
RESIDENTIAL CUSTOMER TOWARDS TELEKOM SERVICES AFTER
EQUAL ACCESS WAS IMPLEMENTED
AT TELEKOM KOTA BHARU.

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LETTER OF TRANSMITTAL

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8 th April 1999

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Dear Sir,

RE: SUBMISSION OF FINAL REPORT

The above matter is referred. Please find attached is the final project entitled " A Study On The Loyalty Of the Residential Customer Towards Telekom Service After Equal Access Been Implemented." for your kind perusal. I hope the report will fulfill the requirements as needed by the Faculty of Business and Management.

Your kindness to accept the report is very much appreciated.

Thank you.

Your sincerely,



(RUSIWATI BT. YUSOF)

ACKNOWLEDGEMENT

“Syukur Alhamdulillah” to Allah S.W.T. for His consents regards.

In completing this research there are so many people involved directly and indirectly. First of all I would like to express my special thanks to En Hussein b. Dollah, my advisor for his accouragement, guidance, advises, comments and help throughout “The study on The loyalty Of The Residential Customer Towards Telekom Service After Equal Access been implemented at Telekom Malaysia Kota Bharu” and also Encik. Zainuddin Zakaria as my second advisor, Puan Muhazita as my course tutor and librarians.

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“ May Allah bless of us and may we get benefits from it.”

ABSTRACT

Telecommunication Industry in Malaysia has faced a challenging competition after Equal Access was implemented on January 1, 1999. Equal Access will open its competition to the Binariang, Celcom, DiGi Telekom, Mutiara Telekom and Telekom Malaysia. But, the high effect will be felt by TMB because before this TMB has been is monopolizing national and international call. By dialing customer has the right to choose other operator if they want to exclude Telekom.

The research will discover the effect of Equal Access to the TM residential customer and the number residential customers that are aware of Equal Access. It also delineates the factor of why residential customer is interested to choose other operator. At the same time, this paper will examine the level of customer satisfaction towards Telekom services. There are only 31 respondents who are aware of Equal Access and 20 % of them are interested to choose other operators such as Celcom and Binariang. And 30 % of the 69 respondents who are not aware of EA have the tendency to shift to other company after being informed of Equal Access. Although a few are aware of EA but 90 % of the 69 respondents said they want to know more what Equal Access is. Most of the customers are satisfied with the Telekom services although there are facing problems with their telephones. And only 8.5% are moderately satisfied with Telekom services.

After Equal Access was implemented, Telekom Malaysia Berhad have takes several actions in order to keep their customers loyal to them. Although the analysts predict Telekom Malaysia will lose 10 to 60 % of their profit but by doing several recommendation it will help them to keep their customers loyal to them. For the disloyal customer Telekom Malaysia will do a win back plan in order to win their customers back.

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