

**A  
STUDY ON THE CUSTOMERS' SATISFACTION  
ON  
THE CELCOM GSM SERVICES**

**BY**

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**LETTER OF TRANSMITTAL**

**PN.MUHAZITA ALIAS  
BBA MARKETING COURSE TUTOR  
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Dear Sir,

**SUBMISSION OF PROJECT PAPER.**

Enclosed herewith is a project paper entitle “ **A STUDY ON THE CUSTOMERS’ SATISFACTION ON THE CELCOM GSM SERVICES**”. This project paper attempts to look into the level of customers’ satisfaction and problems of GSM services and to suggest recommendation to improve and upgrade the existing standard of the service quality.

With the submission of this project paper, I do hope that it will meet partially the requirement and the expectation of the faculty.

I thank you in advance for your guidance and assistance that you had rendered to me in completion of this project paper.

Thank you,

Yours sincerely,

**(JIMALI AK SUNANG)  
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## **EXECUTIVE SUMMARY**

The purpose of this study is to look into the causes and effects of GSM Digital System which lead to the customers dissatisfaction with the product and services especially the line coverage offered by Celcom (M) Sdn Bhd in Kuching area. The urge of this study is the occurrence of a continuous decline in GSM customer's registration to the system. The decline of GSM registration is implicated by the decrease of about 14% for the first half year in 1998 compare to that of the same period in 1997.

The findings reveal that there are some important factors that contribute to the declination. The customers are not satisfied with the line coverage of GSM offered by Celcom in Kuching area. About 75% of the Celcom GSM users complaint about the line coverage and capacity.

The Celcom network quality plays a crucial role in determining the increase or decrease on the number of subscribers coming into the Celcom GSM network. According to the feedback from the market, the network quality for GSM need immediate improvement as there are rampant cases of such occurs like drop-call etc.

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