

CUSTOMERS' LOYALTY TOWARDS TELEKOM
MALAYSIA BERHAD SERVICES

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LETTER OF TRANSMITTAL

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Sir,

SUBMISSION OF RESEARCH PROJECT PAPER

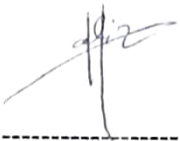
Herewith enclosed my research report entitled "Customers' Loyalty towards Telekom Malaysia Berhad Services". This research project paper attempts to study on customers' loyalty with respect to the services provided by Telekom Malaysia Berhad in Kelantan. The purpose of this research is to determine the customers' satisfaction through the services given as well as to find out the factors that can contribute to customers' loyalty.

I do hope this report will fulfill the requirement and expectation of the faculty of Business and Management. I really do thank you for all the guidance and support you have generously rendered for the completion of this report.

Hopefully, you will find this report as satisfactory as expected and I do apologize for any shortcomings.

Thank You,

Yours Faithfully,



Hafiz Bin Mohd Adham
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Above all, I pray that this thesis will benefit those who are interested on the study.

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ABSTRACT

Today's companies face their toughest competition ever. To survive, a company has to win customers and outperform competitors, often by moving from a product and selling philosophy to a customer and marketing philosophy. Successful companies in today's marketplace have become adept at developing and implementing strategies for building customers, not merely building products.

In addition, the traditional marketing theory and practice have focused on attracting new customers rather than retaining existing ones. Today, however, the emphasis is shifting. Beyond designing strategies to attract new customers and create transactions with them, companies are going all out to retain current customers and building lasting relationship with them. This is mainly because companies today are facing some new marketing realities. Changing demographics, a slow-growth economy and more sophisticated competitors mean that there are fewer customers to go around. Many companies are now fighting for shares of flat and fading markets. Thus, the costs of attracting new consumers are rising. All these factors, makes the tasks of creating customers' loyalty become vital.

The aim of the research is to investigate the customers' satisfaction with the value given by Telekom Malaysia Berhad as the telecommunication service provider. Three main aspects will be focused to determine the customers' satisfaction such as services, prices and quality. In addition, it will also examine the various causes of switched customers to the other competitors. Finally, the research will come out with some findings on the