



**UNIVERSITY
TECHNOLOGY MARA**

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**TELEKOM
MALAYSIA BERHAD**

**TELEKOM MALAYSIA BERHAD
A STUDY ON CUSTOMER SATISFACTION THROUGH DOOR TO
DOOR SALES ACTIVITY**

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TABLE OF CONTENTS

	PAGE
Letter of transmittal	i
Acknowledgement	ii
List of abbreviations	iii
List of tables	iv
List of figures	v
List of exhibits	vi
Abstract	vii

CHAPTER 1 : INTRODUCTION

	PAGE
1.0 Background and Scope of the Study	1
1.1 Problem Statement	3
1.2 Research Objectives	5
1.3 Significance of the Study	6
1.4 Hypothesis	8
1.5 Limitations	9
1.6 Definitions of Terms	10

CHAPTER 2 : COMPANY BACKGROUND

	PAGE
2.0 Telecommunication Industry in Malaysia	12
2.1 Introduction to Telekom Malaysia Berhad	20
2.2 Introduction to Direct Selling Activity	38
2.3 Introduction to Door to door Sales Activity	46

LETTER OF TRANSMITTAL

BBA (Hons) Marketing
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To,
Encik Zainuddin B. Awang
Research Project Advisor
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Dear Sir,

RE: **SUBMISSION OF A RESEARCH REPORT**

Enclosed with is a research report on “TELEKOM MALAYSIA BERHAD-The Customer Satisfaction Through Door to door Sales Activity”

ACKNOWLEDGEMENT

Alhamdulillah, praise be to Allah for all the energy and perseverance given to me for this undertaking.

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Thank you.

ABSTRACT

A very stiff competition is taking place among the telecommunication operator in our country, as telecommunication industry is a competitive business.

Since the growing in telecommunication industry, Telekom Malaysia Berhad is becoming the major telecommunication provider in our country. But, due to the highly competition from other operators, Telekom is implementing another strategy promotion in order to maintain the position in this industry. Beside that, the major goal of service provider is to give satisfaction to all their customers.

This research project is carried out to examine the customer satisfaction through one of strategy promotion that implementing by Telekom, which is door to door sales activity.