



UNIVERSITY
TECHNOLOGY MARA

&

TELEKOM
MALAYSIA BERHAD

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

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LETTER OF TRANSMITTAL

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April 8, 2000

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Dear Sir,

**A STUDY ON: CUSTOMER SATISFACTION TOWARDS TELEKOM
MALAYSIA AUTOPAY SYSTEM WITHIN KUANTAN TOWN**

Enclosed here is the internship thesis entitled "A Study On: Customer Satisfaction Towards Telekom Malaysia Autopay System within Kuantan Town"

I do hope this report will fulfill the requirement and expectation of the faculty of Business and management.

I thank you for all the guidance and support you have generously rendered for the completion of this report.

Thank you

Yours Faithfully,

Mohd Khairul Bin Ismail
98000162

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Above all I pray that this thesis will benefit to those who are interested on the study.

ABSTRACT

There is no industry is changing as fast in terms of the services available to customer as telecommunication. The structural movement of the industry from monopoly to various degrees of competition adds another layer of change. Description of the ideal billing generally shares one common element-integration.

Telekom Malaysia Berhad, the leader in the telecommunication industry in Malaysia have faced several problem upon equal Access that was introduced by the government early year 1999, which means that customers are free to choose other telecommunication company as their operator. And this has affect Telekom Malaysia Berhad as their customer are not loyal to them and use other company as their operator. Apart from Telekom Malaysia Berhad, the companies, which offering services are Celcom Sdn Bhd, Binariang Berhad (Maxis), Time Telecommunication Sdn Bhd and DiGi Telecommunications Sdn Bhd. So to use other company, customer just have to dial other Telecommunication Company access code that is 182, 183 and 184.

From this problem; Telekom Malaysia Berhad is made an effort to win back their customer. So they introduced 'Autopay System' service, which can give the customer an easy way to pay their bills by avoiding long queue, long waiting time, traffic jams and hassles.