



A STUDY ON THE CUSTOMER'S RESPONSE TOWARDS
TELEKOM'S CDMA PRODUCT'S IN THE WEST COAST OF SABAH

DZULKARNAIN ABU SARI
2008426322

BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH

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TABLE OF CONTENTS

CONTENTS	PAGE
<i>Acknowledgement</i>	iv
<i>List of Table</i>	viii - ix
<i>List of Figures</i>	x
<i>List of Definition of Terms</i>	xi
<i>Abstract</i>	xii
CHAPTER 1 : INTRODUCTION	
1.1 Background of Sabah TELEKOM MALAYSIA BHD TM	1
1.2 Background of Study	2
1.3 Scope of Study	3
1.4 Problem Statement	3
1.5 Objective of the Study	4
1.6 Research Questions	4
1.7 Significant of the Study	5
1.8 Limitations of Study	6
1.9 Theoretical Framework	7-8
1.10 Definitions of Terms	9
CHAPTER 2 : LITERATURE REVIEW	
2.0 Introduction	10
2.1 Definition of CDMA	10
2.2 Definition of Mobile Phone	12
2.3 Definition of Price	11
2.4 Definition of Promotion	12
2.5 Definition of Design and Features	13
2.6 Customers Complain on Quality of Product.	14
2.7 Customers Complain on Services CDMA	15
2.8 Advantages of CDMA	16
2.9 An international comparison of operator-driven business models	17
2.10 The impact of switching costs on the customer satisfaction-loyalty link: mobile phone service in France.	18

2.11	Dynamics of price sensitivity among mobile service customers	19
2.12	Serving the poor: drivers of business model innovation in mobile	20
2.13	Mass customization implementation models and customer value in mobile phones services.	21
2.14	Identifying the components of effective service advertisements	22
2.15	Consumer complaining to firms: the determinants of channel choice	23
2.16	Quality of CDMA technology	24
2.17	Characteristics of early adopters in mobile communications market	25
2.18	Impact of location-aware services on the privacy/security balance	26
2.19	3G Standards: the battle between WCDMA and CDMA2000	27
2.20	Culture and design in emerging markets: the case of mobile phones in Russia	28

CHAPTER 3 : RESEARCH METHODOLOGY

3.0	Introduction	29
3.1	Data Collection Method	29
	3.1.1 Primary Data	
	3.1.2 Secondary Data	
3.2	Research Design	30
	3.2.1 Quantitative Research	
3.3	Target population and Sample size	31
	3.3.1 Target Population	
	3.3.2 Sample Size	
3.6	Data Analysis and Interpretation Method	32
	3.6.1 Preliminary Analysis	
	3.6.2 Details Analysis	

ABSTRACT

The purpose of this research is to investigate on the customers response towards Telekom's CDMA product's in the West Coast of Sabah. The customer might be influence in several reasons such as price, design and features, promotion and selecting the authorized dealer. The unknown variable is other possible independent variables that could influence customer's decision.

The research was focus on the Customer's response towards Telekom's CDMA product in the West Coast Sabah. The main objectives are to gather information on people satisfaction towards CDMA services, to determine the perception of customers about CDMA, to investigate the competitive advantage of CDMA in the market and to provide some suggestions and recommendation on how CDMA mobile phone can attract more users to subscribe. It then discuss on the problem whereby CDMA have to compete with Celcom, Maxis and Digi which is well known and very strong in this business field and the public more prefer this three telecommunication network because they have high satisfaction on this three telecommunication network.

To analyze the data, a total of four variables were taken into consideration. There are price, design and features, promotion and selecting the authorized dealer. Data were entered using Statistic Package Social Science (SPSS) software. In analyzing the data, the analysis was divided into preliminary and details analysis.