



**A STUDY ON THE SATISFACTION OF
CONSUMERS TOWARD TELEKOM MALAYSIA
STREAMYX SERVICES PROVIDE BY TELEKOM
MALAYSIA KOTA KINABALU, SABAH**

**RAYNER RAHIMAN
2006131563**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU**

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CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 History of the internet

2.2 Marketing in internet

2.3 Market

2.4 Brand Equity

2.5 Consumer Satisfaction

2.6 Price

2.7 ADU Online Services

TABLE OF CONTENTS

PAGE

ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vii
LIST OF ABBREVIATIONS	ix
LIST OF DEFINITION OF TERMS	x
ABSTRACT	xi
CHAPTER ONE	
1.0 INTRODUCTION	1
1.1 Company's Background	1
1.2 Product Profile	4
1.3 Background of the Study.....	10
1.4 Scope of the Study.....	11
1.5 Problem Statement.....	11
1.6 Research Objective.....	12
1.7 Research Question.....	12
1.8 Limitation of the Study.....	13
1.9 Definition of Terms	14
1.10 Significance of the Study.....	15
1.11 Theoretical Framework.....	17
CHAPTER TWO	
2.0 LITERATURE REVIEW	18
2.1 History of the Internet.....	18
2.2 Marketing in Internet.....	19
2.3 Modem.....	20
2.4 Broadband.....	21
2.5 Consumer Satisfaction.....	22
2.6 Price.....	22
2.7 After Sales Services.....	23

2.8 Speed and Reliability.....	24
APPENDICES	
CHAPTER THREE	
3.0 RESEARCH METHODOLOGY	25
3.1 Introduction.....	25
3.2 Data Collection Method.....	25
3.2.1 Primary Data.....	25
3.2.2 Secondary Data.....	26
3.3 Research Design.....	27
3.3.1 Target Population.....	27
3.3.2 Sample Size.....	27
3.3.3 Sampling Technique.....	27
3.4 Data Analysis Procedure.....	28
3.4.1 Cross Tabulation.....	28
CHAPTER FOUR	
4.0 FINDINGS AND ANALYSIS	29
4.1 Findings	29
4.1.1 Respondents' Background	29
4.1.2 Respondents' Satisfaction	35
4.1.3 Respondents' Problems.....	46
4.1.4 Respondents' Recommendation and Suggestion.....	51
4.2 Analysis	52
4.2.1 Respondents' Satisfaction.....	52
CHAPTER FIVE	
5.0 CONCLUSION AND RECOMMENDATION	58
5.1 Conclusion	58
5.1.1 Conclusion on the Respondents' Satisfaction.....	58
5.1.2 Conclusion on the Respondents' Problem.....	59
5.2 Recommendation.....	60

ABSTRACT

Customer complaints may come from the inefficiency of the service functionality of an organization. The study is to identify the level of consumer satisfaction towards the Telekom Malaysia Streamyx services provide by Telekom Malaysia Kota Kinabalu Sabah. In this study also looking for the problems that experience by the consumer and getting their suggestion in order to improve the Streamyx services.

Key findings were that certain area in the after sales service in term of speed of response towards complaint made by the consumer and after sales services in term of action taken when problem occurs was unsatisfactory. Responses from the customers tell that the staff delivered the after sales services was very slow and unsatisfied. The paper concludes with suggestions for future research and managerial implications.

INTRODUCTION