

A STUDY ON PUBLIC AWARENESS OF VSAT SERVICE FROM TM



NORSIAH BINTI SANTONG STUDENT ID: 2003111792 BM220 e-PJJ

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

APRIL 2008

HAKMILIK

Perpustakaan Universiti Teknologi MARA (UITM) Sabab Beg Berkunci 71 88997 Kota Kinabalu, Saban

ACKNOWLEDGEMENT / PREFACE

This study has been prepared by Norsiah Binti Santong, the final year student for BBA (Hons) Marketing in UITM Sabah. This paper is part of the task that needs to be completed before graduating this year.

I would like to express my sincere appreciation to my colleagues in Telekom Malaysia Kota Kinabalu who assisted me on distributing this survey forms to the people in every district for the public to fill up. I would also like to thank The Assistant General Manager of Sabah for her permission and support for this study.

I also would like to express my special thanks to Associate Professor Zainuddin Osman, the advisor for MKT660 for his guidance and advices. Without his valuable guidance, I will not be able to complete this paper. Not forgetting as everyone in the public and private sectors alike that gave their time during the interview sessions. Without their support this report could not have been prepared.

TABLE OF CONTENTS

Title Page	i
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement / Preface	iv
List of Table	V
List of Figure/Graph/Diagrams/Attachment	vi
List of Abbreviations/Glossary	vii
List of Definitions of Terms	ix
Abstract	xi
CHAPTER 1	4
INTRODUCTION	4
1.0 Background of the study	4
1.2 Statement of the problem	6
1.3 The Sub-problems	6
1.4 The Objectives of Study	7
1.5 Research Questions	7
1.6 The Limitation of Study	8
CHAPTER 2	9
CONTENTS AND LITERATURE SURVEY	9
2.1 VSAT GROWTH IN ASIA PACIFIC	9
2.2 The capabilities of VSAT	10
2.2.1 VSAT value over cable	11
2.2.2 A blast of broadband	12
2.2.3 A dash of VPN	12
2.2.4 Service differentiator	12
2.3 VSAT in Telekom Malaysia	13
2.4 The impotency of Public Awareness	14
2.4.1 Definition and the Concept of Awareness	14
2.5 The objectives of promoting Customer Awareness	16
CHAPTER 3	18

METHO	DOLOGY	18
3.1	Sampling Method	18
3.2	Data Collection Method	18
3.3	Secondary Data	18
CHAPT	ER 4	20
DATA A	NALAYSIS & FINDINGS	20
4.1	Locations of respondents	20
4.2	Business ownership	21
4.3	The Number of Respondents who ever heard about TMVSAT	22
4.4	Source of information for the first hear of TMVSAT	24
4.5	The source of further information that the respondents got on TMVSAT	25
4.6	The Respondents current subscription status on TMVSAT	27
4.6	The Respondents Perceptions of TMVSAT	29
4.7	The Respondent's Interest on getting more information on TMVSAT	30
4.8	Reason of respondents' interest on getting more information about TMVSAT	32
4.9	The most preferable way on getting more information about TMVSAT	34
4.10	The respondents level of interest to subscribe to TMVSAT in the future	35
4.11	TMVSAT performance rating by the current users	37
4.12	The advantages of TMVSAT in the current user's perspective.	38
4.13	The Disadvantages of TMVSAT	39
4.14	Overall performance in terms of product pricing	40
4.15	Overall Rating by the current users in terms of service quality.	41
4.16	The Overall rating by the current users in terms of customer service quality	42
4.17	Overall rating by the current users in terms of service delivery performance	43
4.18	Overall rating by the current users in terms of Service Availability	44
4.19	The respondents Intention to recommend TMVSAT service to others	45
CHAPT	ER 5	47
CONCL	USIONS	47
5.1	Conclusions by case to case basis.	47
5.1	.0 The Overall level of awareness of TMVSAT.	47
5.1	.1 Level of TMVSAT awareness based on location.	47
5.1	.2 the most potential location need more information about TMVSAT	49
5.1	.3 Preferable way for getting more information	50
5.1	.4 Location that have greater potential of subscribing to TMVSAT	51
5.2	The Opportunity of TMVSAT in terms of credibility.	52
5.3	The threat towards to the TMVSAT growth	53

ABSTRACT

More and more product development projects involve geographically distributed groups of developers. One major problem among the members of such groups is the long term lack of awareness of the activities in remote sites. In this paper we discuss the importance of awareness in distributed product development projects. I am zooming down the product to TMVSAT a satellite product provided by Telekom Malaysia as a product that involved in this paper.

TMVSAT is "Telekom Malaysia Very Small Aperture Terminal" and the term refers to any fixed satellite terminal that is used to provide interactive or receive-only communications. VSATs are used for a wide variety of telecommunications applications, including corporate networks, rural telecom, distance learning, telemedicine, disaster recovery, board communications, transportable "fly-away" systems, and much more. VSATs are becoming increasingly popular, because they are a single, flexible communications platform that can be installed quickly and cost effectively to provide telecom solutions for consumers, governments and corporations. They have been in use for more than 10 years and, with more than 500,000 systems operating in more than 120 countries, VSATs are a mature and proven technology.

TMVSAT networks provide rapid, reliable satellite transmission of data, voice, and video to an unlimited number of geographically dispersed sites or from these sites to headquarters. User with a satellite network, there are no routers and no switches - nothing between the user and the source of the information, except the sky. There are no physical limitations in terms of geography or distance to make deployment difficult or too expensive. And since VSAT (Very Small Aperture Terminal) satellite communication systems often provide a complete end-to-end infrastructure, they can be completely independent from Telco's. Furthermore, VSATs have a reliability rate and