A STUDY ON PERCEPTION OF TELEKOM MALAYSIA BERHAD'S (TMB) CUSTOMERS ON STREAMYX

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ABSTRACT

This research paper is important in fulfilling the syllabus requirement for MKT 660 in order for a final year student of Bachelor of Business Administration (Hons) Marketing obtain a degree. This research is mainly about a study on perception of Telekom Malaysia's (TM) customers on Streamyx: perception from the customer point of view in Kota Kinabalu Sabah. This research will discuss about Telekom Malaysia Berhad and the products and services its offer. The products or services that will be covered more is a Streamyx broadband. As we know that broadband is now generally recognized as the key to success in the communications industry. It has become top priority for carriers, suppliers, users, and potential new players. This seminar provides a comprehensive review of broadband trends and their driving forces, and provides Technology Futures' latest forecasts and insights regarding broadband and it applications including VoIP, IP video, and wireless broadband. It focuses on the convergence of voice, video, data, and the Internet that is driving the competitive futurescape of the industry.

The objectives of this research are to look at the current marketing approaches done by Telekom Malaysia Berhad (TMB) in making their products and services avaiable in the market, determine the level of awareness, knowledge, and understanding among the broadband (Streamyx) users with the usage of telecommunication technologies, and analyzing the suitable marketing strategies for TMB in order to improve their service performance. The sampling technique used in this research is a convenience sampling under non-probability sampling. 120 respondents will be interviewed which are among students of higher learning institutions and career people who are from public and private sectors. Data obtained will be analyzed through Statistical Package of Social Science (SPSS).