

CONSUMERS SATISFACTION & CONSUMERS
LOYALTY TOWARDS THE TM HOME LINE
SERVICES PACKAGES IN KOTA KINABALU

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ABSTRACT

“Opening up possibility for all”, these phases are really emphasizing on customers services that provided by TM Berhad. It means the company should give excellent services and give the consumers a priority to get their attention and loyalty. Consumers satisfaction is very important because their will retain to the company since their satisfied with the services provided thus it will profitable for the company. This study mainly purposes to identify the consumer’s satisfaction level of home line service users in 7 services components concept towards the services provided by Telekom Malaysia Berhad (“TM”). Beside that, this study also will identify the level of consumer’s loyalty towards home line service in Kota Kinabalu area and to recommend and suggestions towards TM Home Line packages.

This study also conducted by 150 respondents which is consumers of TM Berhad and all respondents give their feedback towards the questionnaire given. The finding of this study shows the most of the TM Home Line packages subscribe are female rather than male. Furthermore these consumers much more subscribe the TM Home Line and Let’s Talk packages rather than subscribe the TM Home Prepaid. Most of the consumers of TM Home Line satisfied with the services provided by TM Berhad and loyal to the company. This study also has the consumer’s suggestion and recommendation to improve the services provided by TM Berhad. This is useful to the company as guidance to improve their services to make the consumers fully satisfied and loyal with them.