



**A STUDY ON CUSTOMERS' PERCEPTION TOWARDS TM CENTREX OF TELEKOM  
MALAYSIA**

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## ABSTRACT

This research is part of fulfilling the syllabus requirement for MKT662 in order for a final year student of Bachelor of Business Administration (Hons) Marketing to obtain a degree. The research is mainly about studying customers' perception towards TM Centrex of Telekom Malaysia. It has 9 parts and the parts are:

1. Introduction
2. Literature Review
3. Research Methodology
4. Findings
5. Analysis
6. Conclusions
7. Recommendation
8. Bibliography
9. Appendices

The objectives of this research are to:

1. To identify the customers expectation towards the TM Centrex
2. To study the customers satisfaction level towards TM Centrex
3. To study the probability of customers adoption of TM Centrex

The sampling technique used in this research is non-probability sampling, which is convenience sampling. 120 respondents that will be interviewed are comprises of customers and business. Data gathered from fieldworks will be analyzed using statistically package of social science (SPSS).