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ABSTRACT

This is the first paper of research which identify the youth awareness towards Telekom Malaysia product namely I-Talk with Mobile. I-Talk with Mobile is the prepaid calling card which highlight on mobile phone uses. The existence of giant mobile telecommunication companies such as Maxis and Digi makes the competition become harsher for the Telekom Malaysia to capture the market of mobile phone users. The research will emphasize the awareness, and also users' perception plus the suggestions towards this service. In addition, youngsters were focused because this group is contributing the highest number of mobile phone users in Sabah.

The finding shows that almost all youth are aware towards I-Talk with Mobile service. However, less than half numbers of these respondents are I-Talk user. Its may occur because they don't know the use of I-Talk or they are more comfortable using their current network provider. For the user, the perceptions toward I-Talk services and features falls in moderate level of users' satisfaction. This is because there dissatisfaction still arises among them. This especially for rate charged towards I-Talk service. Although Telekom Malaysia has promoted the low rate for I-Talk but the consumer are expecting more changes in rate. In order to compete with other network provider Telekom Malaysia has to create competitive product in term of its rate, features, price and so on.