

**“FACTORS THAT INFLUENCE CUSTOMER
SATISFACTION TOWARDS TM STREAMYX
SERVICES”**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA**

2007

ACKNOWLEDGEMENT

In the course of accomplishing this project paper, there are numerous constraints and challenges encountered. They however failed to damper my spirit and initiative in completing this project paper. For example the impediment to elicit information about the organization and the expenses incurred in doing the research. Finally, after much hardship, I am able to accomplish it within the required time frame

Firstly, I would like to express my deepest appreciation and thanks to my advisor, En. Mohamed Saladin Bin Abdul Rasool and Pn. Azizah Binti Mohammad for inspiring ideas and suggestions with full guidelines that is very useful in preparing and completing this project paper.

Secondly, a special thanks to respondents for giving cooperation and spend their time to fulfill the questionnaires. Respondents' cooperation helps me a lot to accomplish this project paper.

I wish to express my sincere gratitude and appreciation to those who have made this possible especially to the staff of TM Bhd. who have been tirelessly guiding, providing the required information and materials to me which necessary for the accomplishment of this project paper.

Last but not least, a special thanks to my parents for tirelessly guiding and supporting either monetary or emotionally.

Thank You.

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ABSTRACT

Streamyx is Malaysia's broadband access service which is perpetually connected to the Internet with speed bandwidths of 512k up to 2mbps. With this high-speed connectivity, the Streamyx is an ideal tool to support most broadband applications such as, web hosting, video streaming, e-commerce, distance learning and others

This project paper is done to determine the level of satisfaction towards TM Streamyx services, to identify the drivers that influence customer satisfaction towards TM Streamyx and to provide recommendation on how to deliver better services in order to increase customer retention rate.

This study uses descriptive data. Based on the results and findings, a majority of the respondents agree with the quality of service, counter of customers' complaints, call centre and physical facilities. They choose to answer agree because most of the respondents are staff of TM Point, Menara Rebung. However, the staff still needs a training and workshop to maintain their customers' satisfaction.

Other than that, the results and findings for pricing of TM Streamyx show that most of the customers disagree with the pricing of TM Streamyx because the customers perceived that the prices are not competitive. In order to solve the price problem, the company should offer competitive prices and at the same time retain the quality of service and products offered, definitely the customers would be loyal to the company.