

BRAND LOYALTY: THE CASE OF TELEKOM MALAYSIA (TM)

By

AHMAD NAJIB BIN LAZAN

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Certification of Thesis Work



**OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS
UNIVERSITI UTARA MALAYSIA**

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: **Puan NorPujawati Binti Md Said**

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Kedah Darul Aman

Kesetiaan jenama adalah perkara utama dalam sesebuah organisasi yang dipengaruhi oleh kepuasan pelanggan bagi produk dan perkhidmatan yang diberikan. Kajian ini dijalankan bertujuan mengetahui apakah faktor utama yang mempengaruhi kesetiaan jenama di syarikat telekomunikasi. Lima faktor utama yang digunakan dalam kajian ini iaitu komitmen, kepuasan pelanggan, imej korporat, kepercayaan dan promosi. Kajian ini menggunakan kaedah kajiselidik dengan jumlah 290 borang kajiselidik telah diedarkan kepada para pelanggan TM dan hanya 165 dikembalikan dengan sempurna. Hasil kajian menunjukkan hubungan yang positif atau signifikan diantara pembolehubah (komitmen, kepuasan pelanggan, imej korporat, kepercayaan dan promosi) terhadap kesetiaan jenama.

Brand loyalty is the main thing in an organization that leads by customer satisfaction toward products and services offer. This study is conducted to explore the main factors that contribute to brand loyalty in the telecommunication company, TM .There are five main factors used in the case study that is commitment, customer satisfaction, corporate image, trust and promotion on brand loyalty in the telecommunication company. This study used survey methods, where a total of 290 survey forms were distributed to TM customers through convenience sampling but only 165 were obtained and usable. The result shows a significant positive relationship between the variables (commitment, customer satisfaction, corporate image, trust and promotion) toward brand loyalty.

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1.0 Background of Study

The great competition between telecommunication operators is not because of globalization but is caused by knowledgeable customer. They have knowledge about prices, highly educated and less forgiving because they are opened to many products. The advance technology in communication also support in the increased competition intensity as it gives opportunity for customer to access more information on products offered. In other words, customer has more power to choose.

The increasing numbers of telecommunication provider is one of reasons that affect brand loyalty towards TM product and services. A significant numbers of line are terminated versus installation due to switch to other services provider such as Maxis, Celcom and others (TM Anual Report, 2011). There are 1440 leased line installed and from figures 510 leased line terminated (35%) because of switched to others provider. Customer tend to subscribe others provider because of unsatisfied services given by TM company and packages comparing others telecommunication provider (TM Marketing Department).

Brand is an important asset for every company because it shows commitment of a company to the market. It is also a promise of every company to deliver specific products, and benefit to the user. Every brand bring a unique emotion

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only

Other than that, there are needs to monitor customer trend after having a choice of telecommunication providers. It is important for the next research to find and focus in order to contribute solution or information to telecommunication industries such as recommends a program to gain customer satisfaction, high value of trust and more promotion towards product offer.

Nowadays, many competitors come in and offer similar product and services in the market place. It will be interesting to study about customer behaviour on why they tend to switch to others provider and to understand the factors and moderated factor to becoming switch behaviour.

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