

**THE EFFECT OF CUSTOMERS' SATISFACTION TOWARDS
CUSTOMER LOYALTY AMONG MOBILE
TELECOMMUNICATION PROVIDERS IN MALAYSIA**

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UNIVERSITI UTARA MALAYSIA

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TELECOMMUNICATION PROVIDERS IN MALAYSIA**

**A Thesis is submitted to Graduated School in partial
Fulfillment of the requirements for the degree
Master of Administration, Universiti Utara Malaysia**

by

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ABSTRACT

The purpose of this study is to understand the effect between customer satisfaction and customer loyalty in the Malaysian mobile telecommunication services. This sector is highly competitive as new players coming in, with aggressive price offering, high promotion, better network quality and great customer service. 157 respondents participated in this study. Out of this five variable tested (Service Quality, Pricing, Switching Cost, and Brand Image) it is found that Responsiveness and Brand Image have a positive relationship on Customer Loyalty. The present study has its own limitation since this research is only conducted in Penang area. Therefore the finding of the study is unable to be generalize for the whole population of hand phone users in Malaysia as the sample size is considered small. In conclusion service providers must be able to understand the effect between customer satisfaction and customer loyal. It will be a great challenge for the service providers in preparing their strategic plan in maintaining customer loyalty, and at the same time expending their customer base.

ABSTRAK

Tujuan utama kajian ini diadakan adalah untuk mengetahui sejauhmana kesan di antara kepuasan pelanggan dan kesetiaan pelanggan terhadap penggunaan telekomunikasi mudah alih di Malaysia. Bidang ini telah menjadi semakin mencabar dan berdaya saing dengan adanya kemasukan syarikat baru yang menawarkan lebih banyak penjimatan, promosi hebat, liputan rangkaian yang meluas dan perkhidmatan pelanggan yang terbaik. Sebanyak 157 responden telah mengambil bahagian di dalam menjayakan kajian ini. Dari hasil kajian yang dijalankan (Kualiti Perkhidmatan, Harga, Kos Pertukaran dan Imej Jenama) menunjukkan bahawa kerelaan memberi perkhidmatan yang terbaik dan Imej Jenama mempunyai hubungan yang positif ke atas kesetiaan pelanggan. Kajian ini mempunyai kekurangannya yang tersendiri dimana kajian ini hanya dijalankan disekitar Pulau Pinang sahaja, maka dengan itu hasil dari kajian ini tidak mampu untuk dinilai secara keseluruhan terhadap pengguna telefon mudah alih di Malaysia disebabkan contoh kajian yang dianggap terlalu kecil. Kesimpulannya perkhidmatan pelanggan haruslah dapat memahami kesan diantara kepuasan pelanggan dan kesetiaan pelanggan bagi menyediakan plan strategik dalam proses mengekal dan meningkatkan jumlah pelanggan.

DEDICATION

I hereby dedicate this work to the following individuals:

To my late father, *Ismail bin Ahmad* who had always gave me strength and motivation in every ways, which make me who I am today;

To my loving mother, *Kalsom Binti Sahat* who nurtures me with all the love;

To my loving husband, *Mohd Azizi Bin Aminurudin* who is always by my side, with all his courage, support and sacrifice that inspires me to be where I am now.

May the Mighty Grace and Blessings of ALLAH be upon all of you.

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Foremost,

In the name of ALLAH, The Beneficent, The Merciful, Praise be to ALLAH, Lord of the World, The Beneficent, The Merciful, Owner of the Day of Judgment; Thee (alone) we worship; Thee (alone) we ask for help, Show us the straight path, The path of those Thou hast favoured: Not (the path) of those who earn thine anger nor of those who go astray

I would like to express my gratitude and appreciation to the following people for making this study possible and hereby I dedicate this to them

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CHAPTER 1

INTRODUCTION

Success in delivering good services and to gain customer loyalty does not only depend on sales but also on other factors related to product, service and support. This study investigates three potential subscribers' decisions related to buying telecommunications products (accepting the purchase price), decision to use the products (satisfied to used the product), and the decision to stay and be loyal to the service provider. According to Service & Support Professionals Association news (SSPA 2007) that many service providers think an 80% satisfaction rating is a reasonable score but research done shows that at 80% perceive that is consider an average and the service has no point of differentiation and it's show that the "very satisfied" customers who are truly loyal when everybody else feels indifferent about the provider service and will swap to another provider if they see a cost advantage. Base on the past experience in Europe and the USA has demonstrated that it is possible to gain many more customers on the basis of lower charges and cheaper sets, this experience can be seen in a Malaysian service provider trend in continuing dropping the call charges in the price war as a strategies to obtain high returns and increasing number of subscribers.

In Malaysia, the mobile telecommunication market has now reached its maturity stage, and as the net return on investments in mature markets could be much higher for retention strategies than for strategies to attract new customers, particularly for companies

The contents of
the thesis is for
internal user
only

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