CUSTOMERS' SATISFACTION TOWARDS THE QUALITY OF INTERNET ACCESS SERVICES BY INTERNET SERVICE PROVIDERS IN THE KLANG VALLEY

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ABSTRAK

Kajian ini diadakan dengan tujuan untuk menentukan samada pengguna-pengguna Internet di Lembah Kelang adalah berpuas hati dengan perkhidmatan tang disediakan oleh Penyedia Perkhidmatan Internet mereka. Perkembangan yang pesat di dalam langganan perkhidmatan Internet serta peningkatan aplikasi atas talian telah mengubah fitrah kewujudan serta cara hidup manusia. Di Malaysia, rakyat menerima peningkatan teknologi Internet dan perkhidmatan mudah alih dengan penuh semangat dan telah menerimanya sebagai aspek penting di dalam cara kita hidup, bekerja, belajar serta berhibur. Fenomena yang telah menjadi kelaziman ini mungkin juga disumbangkan oleh fakta di mana perkhidmatan Internet serta selular telah menjadi semakin mampu milik dan menawarkan pelbagai perkhidmatan dan aplikasi berbanding generasi sebelumnya. Perkhidmatan seperti tempahan secara atas talian, perbankan atas talian, tempahan tiket atas talian, hiburan atas talian serta rangkaian social telah juga meningkatkan populariti teknologi Internet dan ditambah lagi dengan kempen-kempen pemasaran yang berterusan oleh penyedia perkhidmatan yang menjanjikan perkhidmatan terbaik serta khidmat sokongan pelanggan yang cemerlang.

ABSTRACT

The purpose of this study is to establish whether Internet users in the Klang Valley are satisfied with the services provided by their Internet service providers. The rapid growth of Internet subscriptions as well as the abundance of online applications has tremendously changed the way people exist and live. In Malaysia, people embraced the rise of mobile and Internet technology with such vigour and have accepted it as an important part of how we live, work, learn and play. This prevalent phenomenon may also be contributed by the fact that cellular and internet services have now become more affordable and offers a wider variety of services and applications compared to previous generations. Services such as online reservations, online banking, online ticketing, online entertainment and social networking have also elevated the popularity of internet technology doubled with the endless marketing campaigns from service providers promising excellent services and customer support.

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CHAPTER 1

BACKGROUND

1.1   Introduction

Presently, the enhancement of internet technology is becoming an important agenda in a nation's key development areas. According to a report published by the Malaysian Communications and Multimedia Commission (MCMC) titled 'Trends and Markets in Malaysian Mobile Service' in year 2007, Malaysia embraced mobile cellular services in mid 1980s, with subscriber numbers surpassing that of fixed line in 2000. In the third quarter of year 2011, the penetration rate of mobile / cellular phone is 124.7 per 100 inhabitants. In addition to that, according to a report by the International Telecommunication Union (ITU), United Nations specialized agency for information and communication technologies, the number of Internet users in Malaysia has increased from 3,700,000 in year 2000 to 16,902,600 in 2010.

The statistics provided by these authorities have definitely illustrated how internet services provided by local service providers have made a huge impact on the consumers' spending and quality of life. Table 1.1 provides us with the total number of Internet users as well as the penetration percentage from years 2000 and 2005 – 2010. A significant increase in the number of Internet users indicates that the Internet is becoming more and more important to Malaysians

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