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**FACTORS INFLUENCING PERCEPTION OF INTERNATIONAL
STUDENTS TOWARDS MOBILE OPERATORS**



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Universiti Utara Malaysia

MASTER OF SCIENCE (MANAGEMENT)

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**FACTORS INFLUENCING PERCEPTION OF INTERNATIONAL STUDENTS
TOWARDS MOBILE OPERATORS**



BY
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**Pusat Pengajian Pengurusan
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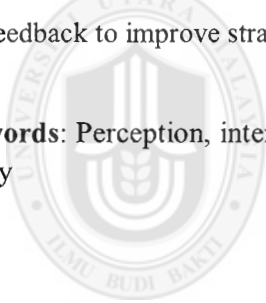
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ABSTRACT

Mobile phones often recognized as an invention technology that facilitate interaction among students. The number of international students studying in Malaysian institution of higher education is continuously growing. The vast numbers of international students in Malaysia has contributed not only to the country's education sector, but the telecommunication industry as well. This research examines the influence of international call rate, promotion and service quality on perception international students towards mobile service providers in Malaysia. This study focuses on international students in UUM. A total of 360 questionnaires was distributed to international students in UUM, Sintok. 271 completed questionnaires were to test the hypotheses listed in this research. The study has demonstrated that there exist a relationship between factors as international call rate, promotion, service quality and level of perception of international students. The findings offer this several implications on how managers of mobile phone service providers can target international students, as well as use it as feedback to improve strategy marketing programs.

Keywords: Perception, international students, international call rate, promotion, service quality



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ABSTRAK

Telefon bimbit sering dikenal pasti sebagai teknologi ciptaan yang memudahkan interaksi di kalangan pelajar. Jumlah pelajar antarabangsa yang melanjutkan pelajaran di peringkat institusi pengajian tinggi Malaysia meningkat secara berterusan. Sejumlah besar pelajar antarabangsa di Malaysia turut menyumbang bukan sahaja dari segi sektor pendidikan negara, malahan industri telekomunikasi juga. Penyelidikan ini dijalankan untuk mengkaji kadar yang mempengaruhi panggilan antarabangsa, promosi dan kualiti perkhidmatan terhadap persepsi pelajar antarabangsa berdasarkan perkhidmatan mudah alih di Malaysia. Kajian ini fokus kepada pelajar antarabangsa dalam UUM. Sebanyak 360 set soal selidik diagihkan kepada pelajar antarabangsa dalam UUM, Sintok. Sebanyak 271 set soal selidik telah dijawab untuk menguji hipotesis yang telah tersenarai dalam penyelidikan ini. Kajian telah menunjukkan bahawa wujud satu hubungan antara faktor sebagai kadar panggilan antarabangsa, promosi, kualiti perkhidmatan dan tahap persepsi pelajar antarabangsa. Hasil dari kajian ini menunjukkan beberapa implikasi tentang bagaimana pengurus pembekal perkhidmatan telefon mudah alih boleh mempengaruhi pelajar antarabangsa, serta menggunakan maklum balas untuk meningkatkan strategi pemasaran.

Kata kunci: Persepsi, pelajar antarabangsa, kadar panggilan antarabangsa, promosi, kualiti perkhidmatan

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CHAPTER ONE

INTRODUCTION

1.1. Background of study

The services sector has witnessed great development in the last two decades, it has provided a direct contribution to national economies, and telecommunications sector is one of those sectors that have seen significant growth. Telecommunications is seen to be a social and economic enabler (Chowdhury, Parvin, Weitenberner, & Becker, 2010), which led to emergence of mobile phone service providers market as one of the developing industries in the world.

According to Haque, Rahman et al (2010) mobile phone has an important role in exchanging information across the countries. For example, a social interactions between and among individuals, groups, organizations, and the governments are provided by mobile phone and that consequently makes and operates an international environment broadly networked. Moreover, it considered as an alternative to fixed landline networks for many developing countries. However, Verbeke, Dejaeger, Martens, Hur, and Baesens (2012) pointed out that in the past decade has seen the rapid development of mobile phone users over the world Asia is constantly on the represent in the global broadband market in conditions of both fixed and mobile broadband services.

According to the survey that has been conducted in BuddeComm website (www.budde.com) Asia owns almost half of the world's mobile subscribers and a wide

The contents of
the thesis is for
internal user
only

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