

BIS 003

A project completed as part of the
Requirements for the

BSc (hons) in Business Information System

entitled "The customers' satisfaction level of mobile users among
students in Klang Valley, Malaysia"

by

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ABSTRACT

The evolution of mobile telecommunication industry has rapidly growing in Malaysia, especially in Klang Valley. It has become a leading industry which is highly fragmented and competitive with a number of local and imported brands. Everything today is mobile. Basically, mobile telecommunication is communication from afar or it is the action of communicating within distance with an electronic communication such as mobile phone.

This report aims to evaluate customers' satisfaction level of mobile users among students in Klang Valley, Malaysia. It is also to study about current Malaysia telecommunication industry, about mobile phones and mobile phone brands, mobile phone services and the providers. There are comparisons between those during the whole report to find out the best or the leader evaluated by their own customers and subscribers. Through each part of the report, the researcher will provide sufficient related information, discussions and conclusions gained from the research methodology.

There are two methodologies have been used in this research: Individual Survey via Questionnaires, and Observation. Questionnaires were distributed to the targeted people who are student mobile users in several different areas of the Klang Valley, Malaysia. Observation is conducted at Cheras Leisure Mall and SungaiWang shopping mall while researcher distributing questionnaires. Data obtained via research methodology was combined and analyzed by the researcher, with the support of Microsoft Excel, to find out the needed result of the research.

From the result, the researcher come to know that student mobile users are caring about various factors when deciding to buy a hand phone or to subscribe a new mobile phone service. Those factors are price/cost, quality, product brand, product features, product functions, etc. Price and quality are still the main consideration to most of students who

are currently not earning income. Those factors student mobile users care about are what that directly and mainly affect on their satisfaction level.

Not out of the researcher's first expectation, the result is showing that student mobile users in Klang Valley is averagely satisfied with the mobile industry in Malaysia, which include all such as mobile phones, mobile phone brands, mobile services, mobile service providers, and mobile phone technology. Of course, there is still some unsatisfactory, but those are slight in compare to what have make them satisfied.

Also, based on respondents' opinions and evaluations via answers of questionnaires, the researcher has found out that Nokia is currently the leader among mobile phone brands, and Maxis is the best mobile phone service provider in the Malaysia market.

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