

Name **Regan a/l Rajan**

Diploma **Business Administration specializing in Marketing**

Supervisor **Mr. Karuna**

Title **The study of Public relations and customer satisfaction in
the wireless telecommunication industry in Malaysia**

Date **30th November 2007**

Campus **Binary University College, Puchong main branch**

Student No. **2202 33**

Dissertation submitted in partial fulfillment of the requirements of the
Diploma in Business Administration (DBA)
of Binary University College

DECLARATIONS

I declare the followings:

- 1) That the material contained in this dissertation is the end result of my own work and that due acknowledgement has been given in the bibliography and references to all sources be they printed, electronic or personal.
- 2) The Word Count of this dissertation is **7,627**
- 3) That unless this dissertation has been confirmed as confidential, I agree to an entire electronic copy or sections of the dissertation to being placed on Blackboard, if deemed appropriate, to allow future students the opportunity to see examples of past dissertations. I understand that if displayed on Blackboard it would be made available for no longer than five years and those students would be able to print off copies or download. The authorship would remain anonymous.
- 4) I agree to my dissertation being submitted to a plagiarism detection service, where it will be stored in a database and compared against work submitted from this or any other School or from other institutions using the service.

In the event of the service detecting a high degree of similarity between content within the service this will be reported back to my supervisor and second marker, who may decide to undertake further investigation which may ultimately lead to disciplinary actions, should instances of plagiarism be detected.

SIGNED : _____

DATE : _____

Student Name	Regan a/l Rajan
Diploma	Business Administration specializing in Marketing
Dissertation	Mr. Karuna
Supervisor	
Dissertation Title	The study of Public relations and customer satisfaction in the wireless telecommunication industry in Malaysia
Date	30 th November 2007
Keywords	Public Relations Customer satisfaction Customer loyalty

ABSTRACT:

In recent years, growth in telecommunication industry in Malaysia had slowed down due to market saturation. This had eventually resulted to high competition among wireless telecommunication provider to win more market shares from their competitors. And high involvement needed to retain their existing customers and safe their customer base.

In this situation, public relations and customer satisfaction is being questioned either it does help to customer loyalty and brand awareness toward the telecommunication service providers.

The aims of this project were to identify the factors which contribute to good public relations. Customers' satisfaction is evaluated through their involvement in public relations programs and their satisfactions that they expressed.

Among the factor that investigated in this project is usage of media as communication medium to promote before and after a public relations event. Media does play its important role in bringing public relations programs to success by providing a well defined medium for communication between the telecommunication providers and their 'publics' which refers to their customers and potential customer in the current market.

Most telecommunication industry players that believe and interested in Public relations activities will conduct their own event or program to impress their customer. And if the organization does not have the capability of conducting events by themselves, they still have option to select a PR firm and out source the PR event management to them. Customer satisfaction is the motive behind any public relations event that conducted by an organization.

ACKNOWLEDGEMENT

In completion of this project, I would like to take this opportunity to express my sincere appreciation to a few people that gave me support, motivation and guidance to complete this dissertation project for the past 4 months.

Firstly, are my beloved parents because of their ongoing support and encouragement regardless of time, place and money.

Secondly, is my supervisor Mr. Karuna for his ongoing advice and guidance in order for me to complete this project. Mr. Karuna had continuously commented on my project work which helps me out by highlighting my mistake and providing suggestion. I highly appreciate his professionalism and kind hearted.

Thirdly to all my friends who has helped in one way or other to complete the dissertation and correcting me when there is grammatical mistakes, helping me to find the related information's from various sources.

Fourthly to all my workmates who had helped me by providing me a lot of moral supports and shared their project experiences with me whereas I had adopt some of their experiences to complete this project as well.

I would like to apologize if it causes you any frustrations while reading this project.

TABLE OF CONTENTS

<i>Title</i>	<i>Page</i>
Title page	i
Declaration and word count	ii
Abstract	iii
Acknowledgement	v
Contents page	vi
Chapter 1 - Introduction	
1.0 Introduction	1
1.1 Background of studies	1
1.2 Problem statement	2
1.3 Research question	3
1.4 Research objective	4
1.5 Scope of studies	4
1.6 Organization of chapters	5
1.6 Conclusion	6
Chapter 2 – Literature review	
2.0 Introduction	7
2.1.1 Public relations	7
2.1.2 The public	9
2.1.3 Corporate image and reputation	10
2.1.4 Media as communication medium	12
2.2 Research framework	14
2.3 Conclusion	15
Chapter 3 – Methodology	
3.0 Introduction	16
3.1 Quantitative research	16
3.2 Primary data	16
	vi

3.3	Survey questionnaire	17
3.4	Mall intercept personal interviews survey	17
3.5	Internet survey	18
3.6	Data analysis	19
3.7	Conclusion	19
Chapter 4 – Findings and analysis		
4.0	Introduction	20
4.1	Demography	20
4.1.1	Gender distribution	20
4.1.2	Age distribution	21
4.1.3	Ethnicity distribution	22
4.2	Involvement in Public relations program	23
4.2.1	Wireless telecommunication service provider	23
4.2.2	Respondents attended at least one PR program conducted by telco	24
4.2.3	How many times had joined any PR programs conducted by telco	25
4.2.4	PR activities not needed and can be avoided	26
4.2.5	Purchased any products or services promoted at PR program	27
4.2.6	How many times have purchase products or services at PR program	28
4.2.7	Maximum time will be spend if attending a PR program	29
4.2.8	PR program promoted through media and reaches easily to public	30
4.3	Customers benefited by Public Relations	31
4.3.1	Each PR program carry a message that could be understand easily	31
4.3.2	Information delivered through PR program is useful	32
4.3.3	Benefited by attending PR programs	33
4.4	Customers Satisfaction	34
4.4.1	PR program are always prefect and handled professionally	34
4.4.2	PR events and programs met public expectations	35
4.4.3	Satisfied with public relations event conducted by telco	36
4.4.4	Will be loyal customers to telco if they conduct more PR program	37

Chapter 5 – Conclusion	
5.0 Introduction	38
5.1 Restate the findings	38
5.2 Discussion	40
5.3 Recommendation	41
References	43
Appendices:	
Appendix 1 – Digi’s FU-YOH! Street Blast event	47
Appendix 2 – Mall intercept survey questionnaire	49
Appendix 3 – Internet survey questionnaire	52
Appendix 4 – Collected survey input	56