

Title of Thesis	Customer Satisfaction towards Broadbands Services in Miri
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ABSTRACT

The researcher studies the determinants or the key factors that can affect the level of customer satisfaction of the broadband services in Miri, Malaysia. It is crucial that Internet is a part of life for all people in today. It can be mentioned that factors influencing between internet services of all broadband services providers in Miri, Malaysia are influential for the decision making process of the customers to select the broadband services providers in Miri, Malaysia.

Besides, the research objective is above to study the demographics of current of potential customers for broadband services in Miri, research the customer satisfaction of broadband services in related of the price factors, and determine the level of customer satisfaction with regards to broadband connection stability in Miri.

In addition, the researcher will use the quantitative research method plus qualitative questions that will be employed to answer the research questions which will meet the aims and objectives set out at the beginning.

Moreover, the future research should be conducted in order to identify the influence factors of the customer satisfaction on broadband in Miri, Malaysia. Hence, the future research should enlarge the different factors that could bring effects to customer satisfaction level of broadband services.