

A STUDY ON THE MERGER AND ACQUISITION OF THE TELECOMMUNICATION INDUSTRY IN MALAYSIA

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ABSTRACT

The researcher used both primary and secondary data to carry out this research. To collect the pertinent primary data, interview was conducted with the management of Maxis and questionnaires also sent to 200 respondents who comes from 100 of the customer respondents and 100 of the employee's respondents from Maxis. The secondary data is mostly found through the internet and periodicals.

To analyze the data, the researcher utilized the SPSS software and to be more specific, one sample t-test and paired sample t-test was used for hypothesis testing. After analyzing the data, the researcher found out that increasing market share, economics of scale, elimination inefficiency and strengthening company position are the benefits Maxis gained in the merger and acquisition. Besides, evidence planning are the factors that contribute to Maxis successfulness in the merger and acquisition. Finally, this study reveals that both network coverage and customer service were the factor that the customers of maxis dissatisfy the most.

Thus, it is strongly recommended that Maxis should share the transmission tower with others to expand their network coverage and improve their customer service by adding more staffs to serve the increasing customers. Recommendations also drawn to the other researchers who want to extend the literature of this research as they can carry out a research on the rate of successfulness for the merger and acquisition activity in Malaysia.