

ACHIEVING CUSTOMER SATISFACTION
THROUGH TEAMWORK; FROM THE
PERCEPTION OF PRODUCTION AND MATERIAL
CONTROL EMPLOYEES OF TOSHIBA
ELECTRONICS MALAYSIA SDN BHD

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UNIVERSITI TEKNOLOGI MARA
MELAKA

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

"DECLARATION OF ORIGINAL WORK"

I, Nurfadhila Binti Sulman, (I/C Number: 850303-10-5258)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

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LETTER OF SUBMISSION

APRIL 2008

The Head Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "ACHIEVING CUSTOMER SATISFACTION THROUGH TEAMWORK; FROM THE PERCEPTION OF PRODUCTION AND MATERIAL CONTROL EMPLOYEES OF TOSHIBA ELECTRONICS MALAYSIA SDN BHD" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



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ABSTRACT

Good teamwork is very important to many organizations. A good teamwork may propose a good result from the employees towards their working performance. This project paper is to evaluate teamwork elements facilitated by Toshiba Electronics Malaysia Sdn Bhd. The objective of this research is to identify the impact of teamwork elements/factors to the employees of Production and Material Control (PMC) department of Toshiba Electronics Malaysia Sdn Bhd in achieving customer's satisfaction. The teamwork elements under study are employee's commitment, motivation, leadership, communication and application of technology.

The methods in getting the relevant data are survey methods with probability sampling techniques, whereby 59 respondents out of 70 PMC employees participated in answering the questionnaire. All the five elements influencing teamwork have significant relationship with the customer satisfaction. The highest mean value of teamwork elements influencing employees' perception towards customer satisfaction is 4.4802 and the element is application of technology. Using Pearson Correlation to test the research hypothesis, the results formed that employees' motivation have a high significant relationship with customer satisfaction among all other variables of the correlation coefficient value of 0.702. Finally, recommendations are proposed in order to improve employees' commitment, leadership and communication of the PMC employees to enable them to work more effectively in fulfilling customer satisfaction.

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