CUSTOMER SATISFACTION TOWARDS TRAINING COURSE SERVICES PROVIDED BY INSTITUT PENGURUSAN MELAKA (IMM)

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Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA
2007
DECLARATION OF ORIGINAL WORK

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

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I, Haniza Binti Zawawi, (I/C Number: 830612-01-6592)

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 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 acknowledge

Signature: __________________________   Date: 6 NOVEMBER 2007
LETTER OF SUBMISSION

26th October 2007

Puan Rozita binti Haji Naina Mohamad  
The Head of Department  
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Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled "CUSTOMER SATISFACTION TOWARDS TRAINING COURSE SERVICES PROVIDED BY INSTITUT PENGURUSAN MELAKA (IMM)" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

HANIZA BINTI ZAWAWI  
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ABSTRACT

Customer satisfaction has become an important issue for commercial and public service organization. The purpose of this research is to study the customer’s satisfaction towards the training course services provided by Institut Pengurusan Melaka (IMM) and the factors that influence customer satisfaction. It also to give some recommendations that can help IMM to be more competitive and efficient. The research methodology used in this study was simple random sampling (SRS) technique where 50 respondents were chosen to answer the questionnaire.

Besides on findings and data analysis, most of the customers are satisfied with the training course service provided by IMM. The factors that influence customer satisfaction are facilities during the training course factor and organizer management factor.

Other than that, the researcher is also able to give some recommendations and suggestions on how to improve and increase customer satisfaction of the customers after the analysis, findings and interpretation.

This study will help IMM to identify their weaknesses in order to achieve 100% customer’s satisfaction. The researcher hopes that this study could help this organization to overcome their problem so that they can maintain their established named as the training center in Melaka also in Malaysia.