READERS’ SATISFACTION LEVEL TOWARDS THE STAR PRINTED NEWSPAPER

NORMALA BINTI MOHD HASSAN

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

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

2007
LETTER OF SUBMISSION

11 May 2007

The Head of Program
Faculty of Business Management
University Teknologi MARA
Alor Gajah Campus
78000 Alor Gajah
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "READERS’ SATISFACTION LEVEL TOWARDS THE STAR PRINTED NEWSPAPER" to fulfill the requirement as needed by the Faculty of Business Management, Mara University of Technology.

Thank you.

Yours sincerely

NORMALA BINTI MOHD HASSAN
2004610501
Bachelor of Business Administration (Hons) Marketing
"DECLARATION OF ORIGINAL WORK"

I, Normala binti Mohd. Hassan, I/C No: 850318-01-5896

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and it 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: [Signature]
Date: 11 May 2007
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ABSTRACT

In a past few years, printed media such as newspapers and magazines are the most familiar medium to contribute the information to consumers. Nowadays there are a lot of reading materials in Malaysia for the purpose of giving the information to the customers. *The Star* is one of the newspaper that constantly changing in order to meet the needs of the people and to prepare for challenges in the new millennium. The purpose of this study is to identify the readers’ satisfaction level towards *The Star* printed newspaper. Otherwise this study wants to examine whether readers’ satisfaction will influence a result of loyalty among *The Star* readers. In order to achieve high standard of excellences and compete with other competitors, it is important for Star Publications (M) Berhad to build a long-term relationship with the customers to make them loyal with the organization, and at the same time try to maintain the quality of *The Star*.

In this research, the researcher chooses an exploratory as a research design in order to achieve the research objectives and to define the problems more precisely. Non-probability sampling is used whereby respondents are selected randomly by asking if they have been read *The Star* before this. The result of the analysis and interpretation the data was examined by established Cronbach’s Alpha, Frequency Table, and also The Pearson Correlation. Besides that, some suggestions have been recommended to Star Publications (M) Berhad and such information will definitely assist them in further providing and maintaining the quality as to meet readers’ satisfaction, as well as to prepare for any challenges in the future.