



**INVESTIGATING FACTORS ENHANCING CUSTOMER SATISFACTION
TOWARDS THE STORE (SOON SENG PLAZA) MELAKA**

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UNIVERSITI TEKNOLOGI MARA
MELAKA**

JULY 2014

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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

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**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF WORK”

Barbara Anak Wilfred,

(I/C Number: **910422 – 13 – 5582**)

Nur Farahin Binti Fauzi,

(I/C Number: **920509 – 01 – 6286**)

Hereby, declare that,

- This work has not previously been accepted in substances for any degree, locally or overseas and is not been concurrently submitted for this degree or any others degrees.
- This research 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 specially acknowledged.

Signature: *Barbara*

Date: 2nd July 2014

Signature: *Nur Farahin*

Date: 2nd July 2014

LETTER OF SUBMISSION

2nd July 2014

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandar raya Melaka
110 OFF Jalan Hang Tuah
73500 Melaka

Dear Sir / Madam

SUBMISSION OF PROJECT PAPER

Attached is the project paper title '**INVESTIGATING FACTORS ENHANCING CUSTOMER SATISFACTION TOWARDS THE STORE (SOON SENG PLAZA) MELAKA**' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours Sincerely,

Barbara

BARBARA ANAK WILFRED
2011216718
Bachelor of Business Administration (Hons) Marketing

Yours Sincerely,

Nur Farahin

NUR FARAHI BINTI FAUZI
2011889574
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ABSTRACT

The purpose of this study is to investigate the factors that can enhance customer satisfaction toward The Store. The objectives of this research study are to determine the most influential factors affecting customer satisfaction and the most significant of the factors that is organization, merchandise, facilities and price affecting customer satisfaction towards The Store. This research has been conducted based on a sample size of 100 respondents and using non-probability sampling technique. The results showed that the factors involved such as organization, merchandise, facilities and price have significant relationship with customer satisfaction. To analyses the data the researcher adopts Scientific Program of Social Science (SPSS) application. Findings are interpreted using reliability, frequency, correlation and regression. The conclusion and recommendation has been done for future study towards The Store.