



**CUSTOMER SATISFACTION AMONG UTUSAN
MELAYU'S CUSTOMER TOWARD PRODUCT,
PRICE AND CONTENT OF THE NEWSPAPER**

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- **This project paper is the result of my independent work and investigation, except where otherwise stated**
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Signature : _____

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LETTER OF SUBMISSION

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Dear Sir

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “ CUSTOMER SATISFACTION AMONG UTUSAN MELAYU’S CUSTOMERS TOWARD PRODUCT , PRICE AND CONTENT OF THE NEWSPAPER “ to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely,

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ABSTRACT

The purpose of this study was to investigate the relationship of the selected independent variables : product , price and newspaper's content with dependent variable which is customer satisfaction. In order to provide a guide in the study, three hypotheses were formulated.

Data were collected from 30 customers of Utusan Melayu (M) using the questionnaire. Overall, the study revealed that the level of customer satisfaction of Utusan Melayu's customer is high.

Results obtained from the correlative analysis revealed those prices were strongly related to customer satisfaction. Products and newspaper contents were moderately positive related to customer satisfaction. However, even though product was moderately positive, the relationship values are low from other variable relationship values. As a result , customer satisfaction is positively related to the price, product and newspaper content.

To maintain customer satisfaction for long term period, company should always concern about the price , product and the content of the newspaper.

To conclude, this study investigate between the customer satisfaction and selected independent variable, which is product, price and newspaper 's content of the study appeared to provide significant results.

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