



**CUSTOMER SATISFACTION TOWARD LOCAL SPICES PRODUCT  
TAMAN PERPADUAN IPOH**

**MIMI SHAHIRA WAHIDA BINTI CHE LAZIM**

**2013687656**

**SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT  
FOR THE DEGREE BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**SARAWAK**

**DECEMBER 2015**

## TABLE OF CONTENTS

<b>CONTENTS</b>	<b>PAGE</b>
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF ABBREVIATION	x
ABSTRACT	xi
<b>CHAPTER 1 INTRODUCTION</b>	
1.1    Background of Study	1
1.2    Problem Statement	3
1.3    Research Question	4
1.4    Research Objective	4
1.5    Scope of study	5
1.6    Significance of study	6
1.6.1    A Researcher	
1.6.2    The Organization	
1.6.3    The Customers	
1.7    Limitation of Study	8
1.7.1    Population	

## ABSTRACT

---

The purpose of this research is about factors that affect a customer satisfaction towards local spices product. The most importance point is to investigate about the relation with service quality, product quality and store attributes that influences customer satisfaction that leads for loyalty. The target respondents of this study were 100 of respondent who have come to our factory, and also people who attended our booth during promotion activities made by the company. The secondary data were used in this study to gain information. 100 sets of questionnaire have been distributed to the respondent. In this study, a researcher using a SPSS version 2.0 for analyse their data given by their respondents. This report represents about the introduction view, the literature review, research methodology, findings and their interpretations of data, a recommendations, a conclusions and also for a bibliography. Furthermore, most of these chapters with explained in detailed with their subs topic that discuss with the essential procedures and steps for completing these study. On this chapter will discuss about the background of study, scope of study, problem statement, objectives and research question, limitation and significance involved and also discusses the definition of the main terms used in this research.

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of Study

Essentially this part described about a review from the whole research. The main objective for this research is to found out about the factors of influencing on customer satisfaction towards local spices products. Normally local spices products always build day by day for new market in the industry. People start to create something new product to market in their industry. It happens because people always want a new product for satisfy their need and wants. Even though their purchase decision almost complex and more significant for them to make decision, but they still need something new as well. It will be influenced by the advertising, flyers, reports, articles, internet and also direct mailing that provide large amount information about the product offerings. Moreover, the availability of products in different range of prices, brands and quality also too difficult decision making in purchasing the goods and services. Small and medium-sized enterprises (SME) are one of the leading markets in Malaysia. In addition, the increased activities also looked towards food production such as spices, a local ships food, a local drink juicy fruit, and so on. Due to the increasing amount of the local spices product, the competition among local product sellers will become more intense and complex. Furthermore, they need to identify the important for local developer to analyses the affect for potential customer for purchase on local spices products. Even, they only sell a convenience product. For the potential customer, they need more testers for that local product such as local chips, local drinks and

## **CHAPTER 2**

### **LITERATURE REVIEWS**

#### **2.1 Spices**

According to described by (V.A.Parthasarathy, 2008) where spice is known as flavouring or aroma that contains a variety of herbs that have been blended into one. This herb is also a natural and dried leaves to be processed into a spice that can be used by consumers. This herb is also available from the dried seeds, fruits, stems, seeds or vegetables and flowers that indirectly apply a quantity to be used as a supplement to the destination in food flavouring. There are some basic functions such as colouring spices, seasonings, pungency, and masking. Furthermore, it about the functional agents towards dishes whereby it can be prevents for the balancing nutrient from other aspect for a positive energy such as obesity. The examples for the spices such as ginger, black pepper, mixed spices and so on ((Kriestel Diepvens, 2006).

#### **2.2 Local Product**

When describe about the local product, it about the product from the local producer. It will proceed for the consumer because of their attraction for geographical factor that might approach their decision towards for new product from new producers. Geographical areas give a lot of the importance factors for them to build a new product. Local products also give essentially connection between the producers and also their customers (David Hilier, 2004). The other definition describes about the originality of the product from the product itself whereby a customer need and wants a new product day by day. While, they need a