



**“THE STUDY ON THE EFFECTIVENESS ON PROGRAMS THAT  
IMPLEMENTED BY SYARIKAT BEKALAN AIR SELANGOR  
(SYABAS) TO MAINTAN CUSTOMER AWARENESS”**

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**NOVEMBER 2009**

## DECLARATION OF ORIGINAL WORK



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

### “DECLARATION OF ORIGINAL WORK”

I, NORHAFIZA BINTI SHAARI, (I/C Number: 850430-10-5090)

Hereby, declare that:

- This work has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is 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: .....

Date:.....

**LETTER OF SUBMISSION**

NOVEMBER 2009

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka

Dear Sir/ Madam,

**SUBMISSION OF PROJECT PAPER (MKT 220)**

Attached is the project paper titled “THE EFFECTIVENESS ON PROGRAMS THAT IMPLEMENTED BY SYARIKAT BEKALAN AIR SELANGOR (SYABAS) TO MAINTAIN CUSTOMER AWARENESS” to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely,

.....

(NORHAFIZA BINTI SHAARI)

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Bachelor of Business Administration (Hons) Marketing

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## ABSTARCT

Customer awareness is the major driving force for business sustainability and in today's competitive global marketplace, it is recognized that high customer awareness is essential for the success of the firm. Nowadays to maintain and keeping the customers awareness is very difficult. Therefore, **SYABAS** do many programs as a line to maintaining customer awareness to their specialist service. Creating customer awareness is a core business challenge which has attracted considerable business attention. There many attributes that can develop customer awareness which are implemented by **SYABAS** such as customer open day, customer service center (PUSPEL), campaign and public education program. Creating customer awareness is vital because when a customer know the existence of a service, customer will tend to purchase if its can satisfy the need of customer and also can reduce a customer compalaints for the service. In this study, the findings shows, there is strong relationship between public education and maintain customer's awareness. In Malaysia, public education for people is very important nowadays to provide them all information. Public education is the best ways which **SYABAS** as a company that provides service for water supply must give the all information to make sure their customer aware about the important of water consumption.