



**“CUSTOMER SATISFACTION TOWARDS SERVICE
QUALITY OF RISDA FERTILIZER DISTRIBUTION
SYSTEM IN MELAKA”**

**NOORWAHIDA BINTI MUHAMAD
2006144693**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA CITY CAMPUS**

NOVEMBER 2009



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA CITY CAMPUS

“DECLARATION OF ORIGINAL WORK”

I, Noorwahida Binti Muhamad, (I/C Number: 831020-07-5438)

Hereby declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This paper is a 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: 05th November 2009



LETTER OF SUBMISSION

05th November 2009

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

75300 Off Jalan Hang Tuah

MELAKA

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT)

Attached is the project paper titled “**CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY OF RISDA FERTILIZER DISTRIBUTION SYSTEM IN MELAKA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NOORWAHIDA BINTI MUHAMAD

2006144693

Bachelor of Business Administration (Hons) Marketing.

TABLE OF CONTENTS

CONTENTS	PAGES
ACKNOWLEDGEMENT	i
LIST OF TABLES	ii
LIST OF FIGURE	iv
ABSTRACT	v
CHAPTER 1: INTRODUCTION	
1.1 BACKGROUND OF STUDY	1
1.2 COMPANY BACKGROUND	2-4
1.3 PROBLEM STATEMENT	4-7
1.4 RESEARCH QUESTION	8
1.5 RESEARCH OBJECTIVE	9
1.6 THEORETICAL FRAMEWORK	10-13
1.7 HYPOTHESIS	14-15
1.8 SIGNIFICANT OF STUDY	16
1.9 SCOPE OF STUDY	17
1.10 LIMITATION OF STUDY	18
1.11 DEFINATION OF TERMS	19-20

ABSTRACT

This study is designed to study the customer satisfaction towards service quality of RISDA Melaka. The research used the service quality (SERVQUAL) dimensions. There are five (5) dimensions in SERVQUAL which are tangible, reliability, responsiveness, assurance and empathy. This dimension will be used to identify customer satisfaction towards service quality of RISDA fertilizer distribution system in Melaka. In this study, the methods used are questionnaire and personal interview to identify the relevant information regarding the study on customer satisfaction towards service quality of RISDA fertilizer distribution system in Melaka. Researcher also used secondary data such as journals, references books, previous thesis and internal data. All the data is obtained from RISDA Melaka fertilizer records 2008. Researcher also used the close-ended question to obtain the information. Researcher also used probability sampling technique which is the simple random sampling to gain information regarding this research. The findings from the study found that SERVQUAL Dimension is involved to customer satisfaction towards service quality of RISDA fertilizer distribution system. There are several recommendations should be RISDA take. Firstly, RISDA Melaka should give training program for staff to help them to increase their knowledge and skill while dealing with the smallholder. Secondly, RISDA Melaka must use a suitable transportation with each plantation. Furthermore, RISDA Melaka must distribute fertilizer based on particular season.