



**“CUSTOMER SATISFACTION TOWARDS COMPANY’S PERFORMANCE AT SCIENTEX
HEIGHTS SDN BHD”**

NURUL ALIA BINTI KHASNAN

2007136615

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

NOVEMBER 2010

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**DISSERTATION PRESENTED IS TO FULFILL REQUIREMENTS FOR BACHELOR
BUSINESS ADMINISTRATION (HONS) MARKETING**

FACULTY OF BUSINESS MANAGEMENT

UITM, BANDARAYA MELAKA

NOVEMBER 2010



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UNIVERSITI TEKNOLOGI MARA

CITY CAMPUS MELAKA

“DECLARATION OF ORIGINAL WORK”

I, NURUL ALIA BINTI KHASNAN, (I/C Number: 861026-59-5116)

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 project 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 specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

NOVEMBER 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
University Teknologi MARA Melaka City Campus
110 Off Jalan Hang Tuah
75300 Hang Tuah, Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMER SATISFACTION TOWARDS COMPANY'S PERFORMANCE AT SCIENTEX HEIGHTS SDN BHD" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank You,

Yours Sincerely,

NURUL ALIA BINTI KHASNAN
2007136615
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products.

The purpose of this research is to study the customer satisfaction towards company service performance. This study is to better understand the customer satisfaction that can influence company performance in the future. This research is hoped to enhance the company performance in terms to give the best service to their customers and also to the potential customers. Customer satisfaction influence the product attributes, customer services and salesperson or sales representative and that variance across people in these satisfaction will influence what type of product attributes, level of customer services performance and the factors salesperson has to enhance their skills.