

**A STUDY ON CUSTOMER SATISFACTION LEVEL IN RELATION
TO PRODUCTS ORIENTATION IN PURI AYU BEAUTY CENTRE,
KOMPLEKS KARAMUNSING,
KOTA KINABALU**

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ABSTRACT

Puri Ayu Beauty Centre started its operation on the 5th July 2004 at Kompleks Karamunsing, Kota Kinabalu, Sabah. Puri Ayu Beauty Centre offers varieties of beauty treatments to customers who wish to feel and look good. According to the owner, Puri Ayu beauty outlet is very particular over the quality of products used as their customer well being is Puri Ayu's greatest concern.

Puri Ayu recognized that with intense competition in the beauty services industry, particularly in the State of Sabah, it has to ensure that its products and services meet the customers need and demand. It is crucial that Puri Ayu looks into the customer satisfaction level and orientation for the company to remain competitive and sustaining customers' loyalty towards its offering.

The objective of this study is to measure the level of Puri Ayu's customer satisfaction and orientation. Questionnaire designed based on products attributes and Servqual dimensions were utilized to achieve this objective. Due to large customer size that shops at Kompleks Karamunsing, convenience sampling techniques is used.

The study has discovered that most of the customers are generally satisfied with Puri Ayu Beauty Centre. Findings based on the products attributes and Servqual dimensions reveal that products attributes and Reliability dimension contribute highest towards its customer satisfaction and orientation level. It is discovered that the Tangible Dimension requires further improvement.

Some other improvements that are noted by the respondents include improving staff skills, training and faster response to complaints. Puri Ayu has to look into further improvement in those areas to obtain the desired customer satisfaction and orientation level towards its offerings and ensuring that it gains loyalty from the customers.

Finally, to achieve its goal of attaining the customer satisfaction and orientation, suggestion and recommendations were also addressed by this study.