

LETTER OF TRANSMITTAL

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**A STUDY
OF QUALITY SERVICE
ON RUBBER MARKETING ACTIVITY
BY TENOM AREA FARMER ORGANIZATION**

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Dear Prof,

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Attached is the project paper entitled "A STUDY OF QUALITY SERVICE ON RUBBER MARKETING ACTIVITY BY TENOM AREA FARMER ORGANIZATION" as to fulfil the requirement needed by the Faculty of Business Management, University Teknologi MARA.

Thank You

**Submitted in Partial Fulfillment
of Requirement for the
Bachelor of Business Administration (Hons.) Marketing**

Yours sincerely



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CHAPTERS

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1.3 Scope of Study

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ABSTRACT

The major concern of this study is to determine the quality of service provided by Tenom Area Farmer Organization (TAFO) in its rubber marketing section. The problem statement for this research is to identify and determine the factors that will increase or improve the service quality of rubber marketing section of Tenom Area Farmer Organization. In this research, the researcher used the descriptive study by which this kind of study is undertaken in order to be able to describe the characteristics of variables found in the research. It will also focus on the factors that customers prefer to be in high service quality.

CHAPTER 1

Based on the results obtained, TAFO will be able to identify the factors that lead to a high service quality. Besides, identifying customer expectations towards the service quality as well as recognizing the barriers that prevent it from giving the best service to its customer. The findings from the research study will also help TAFO to determine the particular parts that need to be improved in line with the use of the right marketing tools based on the suggestions from the respondents.