



A STUDY ON CUSTOMER LEVEL OF SATISFACTION
TOWARDS DAYA MARA CAFÉ IN UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH

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ABSTRACT

1.1 Background of Study

This Project Paper is made as a final requirement for final year students of Bachelor of Business Administration (Hons) Marketing. Whole of this project paper is consisting of five main chapters that is (1) Introduction, (2) Literature Reviews, (3) Research Methodology, (4) Analysis and Interpretation of Data, and (5) Conclusions and Recommendations. The objectives of this study is to identify what the café have done to make their customer satisfy, what is the level of customers satisfaction towards DAYA MARA CAFÉ and exploring new mechanism as recommendations to keep their customer satisfy. There are some relevant literature review available in an also the research methodology that have guide the researcher in searching for respondents data and information. In addition, based on the finding and analysis discussion of this study, at the end of these chapter there are the conclusion and some recommendation as a mechanism to improve the customers level of satisfactions.