



**“CUSTOMERS’ PERCEPTION TOWARDS THE
QUALITY SERVICE OF MATRADE SABAH”**

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ABSTRACT

MATRADE is a focal point for Malaysian exporters and foreign importers to get sources for trade related information and relevant advice. MATRADE assists Malaysian exporters to better position their products and services in the highly competitive global markets with a mission to develop and promote Malaysia's Export to the world. In Sabah MATRADE become an agency that plays an important role in order to increase Sabah exports abroad. The purpose of this research is to determine perceptions of the customers towards their quality service of MATRADE Sabah. It's carried out three main objectives which are to determine the main reasons of the customers dealing with MATRADE, to determine the extent of customers' satisfaction of MATRADE services and to provide several recommendations of ways to improve MATRADE Sabah.

Chapter one of this research will overview the background of this research, problem statement, objectives, significance and limitation of study and the definition of terms. Chapter two will provide several literature review of this study. Under chapter three, the researcher will identify the methods that used for data collection, sampling design and procedure for analyze the data. Under chapter four, researcher will present the research findings and analyze the data to determine whether the objectives of this research are achieved. Finally under chapter six and seven, researcher will provide the conclusion and recommendations according to the research findings and data that have been analyzed.