

**A STUDY ON
CUSTOMER SATISFACTION OF SERVICE DELIVERANCE IN
PERTUBUHAN PELADANG KAWASAN KUALA SELANGOR**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
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I, Zarifah Fadilah Binti Ramli, (I/C Number:)

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 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:

ACKNOWLEDGEMENT

All praise to Allah the Almighty, the Most Gracious, Most Merciful and Most Benevolent for giving me the strength, the opportunity and guidance in every decision that I made and the barriers that I faced. Without His Grace, it would be virtually impossible for me to have the courage, endurance and the strength to do the research and complete it. Without His help, this effort would be senseless.

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ABSTRACT

Customer satisfaction has become an important issue for commercial and public service organizations. Thus, this paper seeks to present the subject on customer satisfaction of service deliverance of Pertubuhan Peladang Kawasan Kuala Selangor (PPK KS). This study intends to analyses and measures the level of customer satisfaction and then makes some recommendation that can help PPK KS to be more competitive and efficient. Beside that, this research enables an understanding of how customer perceive the organisation, whether the performance meets their expectation, identifies priorities for improvement, benchmark the performance of the organisation against other organisation, increase profits through improved customer loyalty. Hopefully, this information will be synthesized to generate a cogent approach to correlate customer satisfaction with service improvement by PPK KS.

Based on findings and data analysis, most of the customers are “very satisfied” with the service provided by PPK KS. The factors that influence customer satisfaction is ‘reliability’, and most of the customers agree PPK KS perform the service promised dependably and accurately. However, most of respondent indicates PPK KS facilities, personnel appearance and image are not attractive, and does not parallel with the service. Product Marketing Department (Agriculture product counter) is perceived as the ‘most satisfactory’ service counter, and the lowest perceived satisfied service counter is Project Development Department (Project counter).

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