

**CUSTOMER SATISFACTION TOWARDS THE FACILITY
SERVICE PROVIDED IN THE PLAZA ANGSANA SHOPPING
COMPLEX**

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LETTER OF TRANSMITTAL

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SUBMISSION OF PROJECT PAPER

Your attentions are required for the above matter.

As to fulfill the course requirement for Bachelor of Business Administration (Hons.) Marketing, I Hazlina Stam, would like to submit my project paper entitles "Customer Satisfaction Towards Service Facility Provides by Plaza Angsana Shopping Complex". I hope that this project paper will fulfill your requirement and hoping that you will be satisfied with it.

I would like to thank you for the guidance that you have given along with the preparation of the project paper.

Thank you.

Yours truly,

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ABSTRACT

Facilities Services in shopping complex was developed due to the need and satisfaction of the users. As for this, Plaza Angsana had developed facility services in order to provide services to the shoppers who come to Plaza Angsana shopping complex. The scope of this research is concentrated to five aspects of Plaza Angsana Shopping Complex i.e. building cleaning, building and mechanical & electrical equipment maintenance, safety, parking lot, and recreational facilities. Therefore the aim of this research is to measure the degree of customer satisfaction towards the facility services provided by the Plaza Angsana shopping complex. In completing this research several limitations were faced such as limited time, data constraints and cooperation of respondents.

Therefore, the study was conducted by looking at the way facility services are being performed and analyze the feedback from the shoppers who come to shopping complex. As a result, satisfaction of the users for most of the facilities provided is in average level. Thus, some suggestions are given in order to improve the facility services. Therefore the management of the shopping complex must be more efficient, so that they can fulfill the need of the customer's satisfaction.

TABLE OF CONTENTS

CONTENTS	PAGE
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	viii
LIST OF FIGURES	x
ABSTRACT	xiii

CHAPTERS

1.0	INTRODUCTIONS	
1.1	Background Of Study	1
1.1.1	Analysis of Facility	3
1.1.1.1	Cleaning Building	4
1.1.1.2	Building and Mechanical & Electrical Maintenance	5
1.1.1.3	Security	6
1.1.1.4	Parking Lot	6
1.1.1.5	Exterior and Interior Recreational Landscape	7