

**DETERMINING THE LEVEL OF CUSTOMERS'
SATISFACTION TOWARDS THE PRIVATE MAILBOX: A
CASE STUDY OF PEJABAT POS BESAR SHAH ALAM
(PPBSA)**

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- This work has not previously been accepted in substance for any degree, locally or oversea and is not being concurrently submitted for his degree or any other degree
- This project paper is the 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:

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ABSTRACT

The objective of this study is to determine the level of customers' satisfaction and to recommend the most effective promotion tools that encourage customers to use the Private Mailbox. The main findings analysis found most customers had low level of customers satisfaction towards the service provided. The manual system, mechanism and notice of payment and conditions of the mailbox indicated the low level of customers' satisfaction. It is proven by the mean from the analysis which is below than value 4. The mean value should be at least 4 to indicate satisfied. For delivery mail, most customers were moderated as neither satisfied nor dissatisfied. The most effective promotional tool was promotions through the media (newspapers and magazines) and this was closely followed by promotion outside the post office such as sales promotion and trade shows at shopping complexes. From the findings, the researcher has suggested that PPBSA need to do some improvements and change the services of the Private Mailbox. PPBSA has to computerize of the customers' data, the choice of method preference and the documentation of customers' complaints. It needs to improve the services in order to increase the customers' satisfaction.

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