

**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS
SERVICE QUALITY OFFERED AT ORIGIN TECHNOLOGY
SDN. BHD. (OTSB)**

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LETTER OF TRANSMITTAL

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Dear Sir

SUBMISSION OF PROJECT PAPER

As above matter referred.

I hereby would like to submit my Marketing Internship Project Paper entitled "A Study On Customer's Satisfaction Towards Service Quality Offered At Origin Technology (M) Sdn. Bhd. (OTSB)".

The purpose of this research is to determine the level of customer's satisfaction towards service quality and factors that can improve service quality provided by OTSB. Based on research findings, conclusion and recommendation has been proposed for organization further action.

It hopes that this thesis will meet the requirements of the school. I appreciate all the guidance and support that have been given upon the process of completion this research.

Thank you for your kindness in accepting this project paper.

Yours sincerely,



.....
(Mohd Ariffin Yaacoub)

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Lahaulawala Quwata illabilla Hil'aliyul 'azim....

ABSTRACT

Origin Technology Sdn. Bhd. (OTSB) was established with main objectives to develop strong, ongoing relationship with their clients and long-term partnership, base on mutual growth and respect with industry vendors. Their main function is to provide the best services available through proper understanding of clients' requirements in making the best use in IT.

The main objective of this research is to know the level of customers' satisfaction with the service given by OTSB.

For the purpose of this study the exploratory research will be used. Judgmental and convenience sampling size has been utilized with 40 respondents as the sample size. Questionnaire will be distributed as the source of primary data. Other reliable resource would serve as secondary data.

This report will outline the findings, analysis and recommendation based on primarily on one set of questionnaires distributed to OTSB's customers.

Several limitations faced in completing this study such as time constraints, prejudice to the questions, financial constraints, and difficult to evaluate the services offered.

Finding on the research has identified crucial information regarding the customers' satisfaction. This information is important for OTSB because it is useful for providing a basis for development and improvement of service quality.

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