

**CUSTOMER SATISFACTION TOWARDS
TRAINING COURSE SERVICES PROVIDED BY
INSTITUT PENGURUSAN MELAKA (IMM)**

HANIZA BINTI ZAWAWI

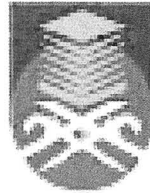
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**Submitted in Partial Fulfillment
of the Requirement for the
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(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
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MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Haniza Binti Zawawi, (I/C Number: 830612-01-6592)

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 degrees.
- 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 acknowledge

Signature: _____

Date: 6 NOVEMBER 2007

LETTER OF SUBMISSION

26th October 2007

Puan Rozita binti Haji Naina Mohamad
The Head of Department
Bachelor of Business Administration
(Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandar Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled "**CUSTOMER SATISFACTION TOWARDS TRAINING COURSE SERVICES PROVIDED BY INSTITUT PENGURUSAN MELAKA (IMM)**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



HANIZA BINTI ZAWAWI
(2005367915)
Bachelor of Business Administration (Hons) Marketing

-	TABLE OF CONTENTS	PAGE
	ACKNOWLEDGEMENT	ii
	TABLE OF CONTENTS	iii
	LIST OF TABLES	v
	LIST OF FIGURES	vi
	ABSTRACT	
	CHAPTERS	
1.	INTRODUCTION	
1.1	Background of Study	1
1.2	Background of company:	1
1.3	Problem Statement	4
1.4	Research Questions	5
1.5	Research Objectives	6
1.6	Theoretical Framework	6
1.7	Significant of the Study	7
1.8	Scope of the Study	9
1.9	Limitation of the Study	10
1.10	Definition of Terms	11
2.	LITERATURE REVIEW	
2.1	Institut Pengurusan Melaka (IMM)	13
2.2	Definition of Customer Satisfaction	14
2.2.1	A Model of Consumer Satisfaction	16
2.2.2	Importance of Customer Satisfaction	17
2.2.3	Service Quality and Satisfaction	19
2.3.	Definition of Training	22
2.3.1	Importance of Training	23
2.3.2	Determining Training Needs	24
2.3.3	The Benefits of Training	27
2.4	Customer Satisfaction With Training Programs	28
3.	RESEARCH METHODOLOGY AND DESIGN	
3.1	Research Methodology	31
3. 2	Data Collection	31
3.2.1	Primary Data	31
3.2.2	Secondary Data	33
3.3	Research Design	34
3.4	Population	35
3.5	Sampling	36
3.5.1	Sampling Frame	36
3.5.2	Sampling Technique	36
3.5.3	Sample size	38
3.6	Questionnaire Design	38
3.7	Pilot Study	41
3.8	Field Work	42

ABSTRACT

Customer satisfaction has become an important issue for commercial and public service organization. The purpose of this research is to study the customer's satisfaction towards the training course services provided by Institut Pengurusan Melaka (IMM) and the factors that influence customer satisfaction. It also to give some recommendations that can help IMM to be more competitive and efficient. The research methodology used in this study was simple random sampling (SRS) technique where 50 respondents were chosen to answer the questionnaire

Besides on findings and data analysis, most of the customers are satisfied with the training course service provided by IMM. The factors that influence customer satisfaction are facilities during the training course factor and organizer management factor.

Other than that, the researcher is also able to give some recommendations and suggestions on how to improve and increase customer satisfaction of the customers after the analysis, findings and interpretation.

This study will help IMM to identify their weaknesses in order to achieve 100% customer's satisfaction. The researcher hopes that this study could help this organization to overcome their problem so that they can maintain their established named as the training center in Melaka also in Malaysia.