



**CUSTOMERS' SATISFACTION TOWARDS MARKETING  
MIX OF AN INTERNATIONAL HYPERMARKET  
(CASE STUDY OF CARREFOUR HYPERMARKET,  
PULAU PINANG)**

**FAIRUZ AYUNI BT ROZAINI  
2008280692**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) INTERNATIONAL BUSINESS  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

**APRIL 2010**

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2008280692**

**Submitted in Partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration  
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

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(HONS) INTERNATIONAL BUSINESS  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA  
BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Fairuz Ayuni Bt Rozaini, (I/C Number: 870413-08-5700)

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 otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

6<sup>th</sup> MAY 2010

The Head of Program  
Bachelor of Business Administration  
(Hons) International Business  
Faculty of Business Management  
University Teknologi Mara  
No. 110, Off Jalan Hang Tuah  
75300 Melaka

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper entitled **“CUSTOMERS' SATISFACTION TOWARDS MARKETING MIX OF AN INTERNATIONAL HYPERMARKET (CASE STUDY OF CARREFOUR HYPERMARKET, PULAU PINANG)”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

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FAIRUZ AYUNI BT ROZAINI  
2008280692  
Bachelor of Business Administration (HONS) International Business

## **ABSTRACT**

This research is about a study on customers' satisfaction towards marketing mix of an International Hypermarket (Case Study of Carrefour Hypermarket, Pulau Pinang). The study aimed to identify major marketing mix, which are product, price, placement or promotion that contributes to the customers' satisfaction at International Hypermarket and the researcher chose Carrefour Hypermarket (French Company) and the study was done at Carrefour Hypermarket, Pulau Pinang.

The survey is conducted at the customer main entrance during Customers' Day. The sample size for this study is 100 of the respondents who come to shop at Carrefour Hypermarket, Pulau Pinang. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that contain the marketing-mix elements that influence them to shop at Carrefour Hypermarket, Pulau Pinang. Data are analyzed using Reliability Test, Chart and Frequency Table through SPSS program.

The sampling technique that had been used in this study was convenient non-probability sampling. The result shows that price is the major marketing mix that contributed to the customers' satisfaction compared to other marketing mix.

Key Words: Customers' Satisfaction, Marketing Mix, International Hypermarket

Paper Type: Research Paper