



UNIVERSITI TEKNOLOGI MARA

**A STUDY ON CUSTOMER SATISFACTION TOWARD
UMW PENNZOIL WEBSITE AS LEAD GENERATORS
MARKETING**

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“DECLARATION OF ORIGINAL WORKS”

I, Mohd Fairuz Bin Hussin, (I/C number: 860710-35-5405)

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 other 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 acknowledged

Signature: _____

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LETTER OF SUBMISSION

16 April 2009

The Head Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**A STUDY ON CUSTOMER SATISFACTION TOWARD UMW PENNZOIL WEBSITE AS LEAD GENERATORS MARKETING**” to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi Mara.

Thank You

Yours sincerely

Mohd Fairuz Bin Hussin

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ABSTRACT

Over the years, *UPD* has established a strong presence in lubricants industries. The Pennzoil products are well-know for heavy industries users. Today, *UPD* has taken a new step in the era of e-commerce by using latest technology which is internet as main marketing tolls. The main purpose of this research is to determine customers' satisfaction toward *UPD* website or portal. Respondents in this research include 40 customers which are individual and company representative. These customers were given structured questionnaires via email, fax, and direct interviews. SERVQUAL by Parasuraman had been adopted in order to determine the key dimension that effect customers satisfaction which is Tangibles, Access, and Communication. The response from the questionnaire was statistically analyzed using the statistical tools (SPSS version 14.0). The findings showed that majority of the respondents were males, aged between 21 to 30 years old with main language spoken Bahasa Malaysia, and possess High School level of education. In reliability analysis, it can be seen that customers' satisfaction, tangibles, access, and communication are acceptable because all of the results are 0.84, 0.85, 0.86 and 0.72 respectively. The findings from correlation and regression analysis indicate that all dimensions have strong and very strong relationship with customers' satisfaction in *UPD*.

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