



**CUSTOMER SATISFACTION TOWARDS THE
SERVICES PROVIDED BY POS MALAYSIA BERHAD**

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“DECLARATION OF ORIGINAL WORK”

I, **NORAZILLA BINTI ABD AZIZ**, (I/C Number: **860331-56-6042**)

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: _____

Date: _____

LETTER OF TRANSMITTAL

4st November 2010

The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi MARA
Melaka City Campus

Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**CUSTOMER SATISFACTION TOWARDS THE SERVICES PROVIDED BY POS MALAYSIA BERHAD**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely,

NORAZILLA BINTI ABD AZIZ

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Bachelor of Business Administration (Hons) Finance

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ABSTRACT

Organizations cannot exist without customers. As such, the customer must be the central focus of the organization. The purpose of this research is to study The Customer Satisfaction towards the services provided by Pos Malaysia Berhad. This research also will determine whether customer are satisfied with service provided by Pos Malaysia Berhad after Pos Malaysia Berhad brings their attention to the recent announcement by the Ministry of Information, Communications and Culture on the increase of the postal rates. Kindly, it is informed that such revision will take effect on 1 July 2010 subject always to the official gazette. In this study, the researcher collects the information from primary data by interview from the Executives and Supervisor in Pos Malaysia Berhad. Researcher also makes observation from website and questionnaire from the customer. Researcher used journal, article and text book as secondary data. This study will help Pos Malaysia Berhad to identify their weakness in order to achieve the high level of customer satisfaction toward the services provided by Pos Malaysia Berhad. This study utilized questionnaire as the instrument for collecting data. Questionnaires have been distributed to 30 respondents and our respondents are from public (customer). In conclusion, the most important services provided by Pos Malaysia Berhad can be identifying. This is important because it will improve the productivity, service quality, and efficiency of Pos Malaysia Berhad (PMB). From the analysis, researcher have identified that the significant relationship between respondents profile and type of services.