



**CUSTOMER SATISFACTION TOWARD MENARA
TAMING SARI: A STUDY AT MELAKA TAMING SARI
BERHAD**

ROSELINI BINTI JUSOH

2007267506

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

APRIL 2009

DECLARATION OF ORIGINAL WORK



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UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, ROSELINI BINTI JUSOH, (I/C Number: 861025-46-5352)

Hereby, declare that,

- This work has not been 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 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: 9 April 2009

LETTER OF SUBMISSION

13 April 2009

Encik Norazman bin Harun
The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMER SATISFACTION TOWARD MENARA TAMING SARI: A STUDY AT MELAKA TAMING SARI BERHAD" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

ROSELINI BINTI JUSOH
2007267506
Bachelor of Business Administration (Hons) Marketing

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1.2 Background of Study

The objective of all marketing efforts should be to maximize customer satisfaction. Marketers must be certain to provide the best possible product for the money and to avoid raising consumer expectations for product or services like Taming Sari performance beyond what the product or services can deliver. Marketers want to deliver more than customers expect. In term of marketing program for Taming Sari Berhad is under the responsibility of their marketing and sales department under supervision of Mr. Mohd Husni Husin. Marketing department is responsible to increase awareness, sales and also customer satisfaction toward Taming Sari tower.

Customer satisfaction is often defined as a measure of how total product or service performs in relation to a set of customer expectation requirement. The customer is satisfied and delighted if the product or service performance matches their expectations. Thus, satisfaction is often measured as a function of perceived performance and expectations. If the performances exceed expectations, the customers are highly satisfied or delighted.

Improving customer satisfaction can come from a variety of activities. The existing evidence suggest that major gains in customer satisfaction are come from improvement in service quality, service feature and customer complaint handling. Those factors are important in facilitating the business of achieving customer satisfaction and loyalty.