



**A STUDY TO MEASURE THE LEVEL OF
CUSTOMER SATISFACTION TOWARDS
PRODUCT QUALITY PRODUCED BY KOPERASI
PEKEBUN KECIL DAERAH SEGAMAT BERHAD
(KOPEDAS BERHAD)**

**ROSLINA BINTI ABU BAKAR
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**BACHELOR BUSINESS ADMINISTRATION
MANAGEMENT WITH HONOURS MARKETING
FACULTY BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDAR MELAKA**

APRIL 2011

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BY KOPERASI PEKEBUN KECIL DAERAH SEGAMAT BERHAD
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2008405628**

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

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

2011



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

“DECLARATION OF ORIGINAL WORK”

I, ROSLINA BINTI ABU BAKAR, (I/C Number : 880608-23-5042)

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 SUBMISSION

APRIL 2011

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka
Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "TO MEASURE THE LEVEL OF CUSTOMER SATISFACTION TOWARDS PRODUCT QUALITY PRODUCED BY KOPERASI PEKEBUN KECIL DAERAH SEGAMAT" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Your sincerely,

ROSLINA BINTI ABU BAKAR

2008405628

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This study is designed to study the level of customer satisfaction towards product quality produced by Koperasi Pekebun Kecil Daerah Segamat Berhad (Kopedas Berhad). The research used the product quality dimensions. There are four (4) dimensions in product quality which are product performances, service ability, aesthetic and perceived. This dimension will be used to identify customer satisfaction towards product quality produced by Kopedas Berhad. In this study, the methods used are questionnaire to identify the relevant information regarding the study on customer satisfaction towards product quality produced by Kopedas Berhad. Researcher also used secondary data such as journals, references books, previous thesis and internal data. Researcher also used the close-ended question and open ended question to obtain the information. The findings from the study found that product quality is involved to customer satisfaction towards product quality produced by Kopedas Berhad.