



**CUSTOMER SATISFACTION THROUGH SERVICES OFFER BY METRO  
DRIVING ACADEMY (MDA) TOWARDS ITS CUSTOMER**

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**“DECLARATION OF ORIGINAL WORK”**

**I, WAN NUR HIDAYAH BINTI ABDUL NASIR, (851112106332)**

**Hereby, declare that,**

- **This work has not previously been acceptance in substance for any degree, locally or overseas and is mot 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**

**Date of Submission**

**The Head Program  
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**Dear Sir/Madam,**

**SUBMISSION OF PROJECT PAPER**

**Attached is the project paper titled “CUSTOMER SATISFACTION THROUGH SERVICES OFFER BY METRO DRIVING ACADEMY (MDA) TOWARDS ITS CUSTOMER” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA**

**Thank you**

**Yours sincerely**

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## **ABSTRACT**

The purpose of the study is to measure the customer satisfaction among Metro Driving Academy (MDA) through service offered. Customer satisfaction defines how to recognize when a customer is satisfied, and how to enhance satisfaction. In order to get the data, researcher had conducted a survey.

From the finding, researcher receives a positive response from the respondents. This due from the reliability of the scale is above 0.6. Overall, respondents are very satisfied with the service offers in term of the course and training provided, facilities and equipment and thumb print system.

## TABLE OF CONTENTS

No	ITEMS	PAGE
1	<b>Acknowledgements</b>	iv
2	<b>List of Tables</b>	v
3	<b>Abstract</b>	vi
4	<b>Chapter 1: Introduction</b> 1.0 Preamble 1.1 Background of Study 1.2 Scope of Study 1.3 Problem Statement 1.4 Research Objective 1.5 Research Question 1.6 Hypotheses 1.7 Significance of study 1.8 Definition of Terms 1.9 Summary	 1 2 2 2 3 3 4 5 6 7
5	<b>Chapter 2: Literature Review</b> Introduction 2.1 Customer Satisfaction 2.2 Service 2.3 Relationship between Customer Complaints, Satisfaction and Retention 2.4 Example: Bank Survey 2.5 Discussion 2.6 MDA Theoretical Framework 2.6.1 customer satisfaction 2.6.2 courses and training 2.6.3 thumb print system 2.6.4 facilities and equipment 2.7 Summary	 8 8 8 9 9 10 11 11 12 12 13 13