

**UNIVERSITI TEKNOLOGI MARA**

**HINRICH INDUSTRIES  
SDN.BHD. AIMS TO  
IMPROVE BUSINESS  
PERFORMANCE**

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## Author's Declaration

We declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of our own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We, hereby, acknowledge that we have been supplied with Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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## **Abstract**

A business performance of a company can be measure in several of disciplines. Hinrich Industries Sdn. Bhd. (HISB) aware at the early stage in running business, it is important to identify what factors have a strong influence to their business performance. This study aimed to investigate the relationship between product quality, product innovation, and customer service management in HISB towards the HISB business performance. This study is an applied research using business and conceptual framework to further verify the finding. A total number of eighty-five questionnaires were distributed with seventy-six percent rate (sixty-five questionnaires) of return and usable. It was done with cooperate from the Management of HISB within two weeks periods. SPSS version twenty three had been used to analyse the findings. The reliability analysis indicates all the variables are reliable. Correlation also demonstrated all studied variables are significant correlate to business performance, which can help to increase the HISB business performance. Apart from that, regression analysis shows there is significant positive relationship between all the variables with the business performance. However, this study solely focuses on HISB product without comparing with other competitors in the industry. Finding and result of this study suggest that Management of HISB to implement few business strategies in order to increase their business performance and their number of customers.

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