



**THE STUDY OF CUSTOMER SATISFACTION FOR MARITIME INDUSTRIES: THE CASE
OF TANJUNG MANIS INTEGRATED PORT**

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ABSTRACT

The study is to examine how maritime industry can correlate with various type of customer satisfaction in business perspective. The problems that will be examine most are about how the customer satisfaction can significantly increase the quality and performance of the organizations. The procedure that will be use is by examine the primary data in form of questionnaire as a medium for collecting the data. As a result, the lesson that can be given is customer satisfaction able to increase the progression of quality and performance. The implication that has been made is the customer satisfaction is important in maritime industry for future growth and competitive market in its best services.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Maritime industries can know as the industries that have capable to generate the income of country. This is due to the water transportation is mainly used by global company to doing their export and import businesses. Nevertheless, the important part in industry or business is customer. In marketing field, customer is a critical element that can decide how successful the business regardless it is domestically or internationally.

Tanjung Manis Integrated Port (TMIP) is a Government Linked Company (GLC), a wholly owned subsidiary of Sarawak Timber Industry Development Corporation (STIDC) was appointed as an approved Port Operator on 26th February 2009. TMIP is one of the port in south of Sarawak region functionally to work, manage and develop the Tanjung Manis Port at Tanjung Manis, Mukah Division. This report is commissioning to check small customer base for young service industries. The company is also positioning itself in a large investment on developing a broad and large service that has connected with maritime industries around the geographical around the Sarawak. TMIP also play important role as catalyst of economic growth in Tanjung Manis and Central region in general.

Subsequently, TMIP has administers three centre operation namely Tanjung Manis Terminal, Oil Gas Chemical (OGC) Jetty and Tanjung Manis Anchorages. As one of the growing and young maritime industries in Sarawak, there are many customers and client need to acquire and keep them in various marketing strategies which suits to their needs. The study draws attention to the fact that in 2014, the organization's total cargo throughput is at 4.99 million tones and the container handled is 92 266 TEUs.