



**A STUDY ON CUSTOMER SATISFACTION TOWARDS *KEDAI*
RAKYAT IMALAYSIA AT KOTA SAMARAHAN**

SAKINAH BINTI YASSIN

2012507069

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SARAWAK

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DECLARATION OF ORIGINAL WORK

I, **SAKINAH BINTI YASSIN** (910225-13-6690) 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 other degree. This project paper is the result of my independent work and investigation, excepted otherwise stated. All verb extract have been distinguished by quotation mark and sources of my information have been especially acknowledgement.

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ABSTRACT

The purpose of this study is to identify the customer satisfaction towards *Kedai Rakyat 1Malaysia* at Kota Samarahan. Product quality, product price and customer service is the factor that influence customer satisfaction towards *Kedai Rakyat 1Malaysia*. The objective this research is to investigate the relationship product quality towards customer satisfaction, to investigate the relationship product price towards customer satisfaction, to investigate the relationship customer service towards customer satisfaction and to identify which variable (product quality, product price and customer service) that gives the higher influence towards customer satisfaction. This survey involved 379 of respondents from Kota Samarahan. The data was obtained using primary and secondary data. The data of this study was analyzed using SPSS software (17.0 Version) to get the frequency, reliability test, and correlation and regression analysis. The result for all of independent variables has a relationship towards customer satisfaction at *Kedai Rakyat 1Malaysia*.

CHAPTER 1

Introduction

This chapter will be explain on the background of study, problem statement, research objective, research question, scope and limitation of study, significant of study and definition of terms. It will give additional assumption and we also can identify the relationship between product quality, product price and customer service with customer satisfaction at *Kedai Rakyat 1Malaysia*.

1.0 Background of study

Kedai Rakyat 1Malaysia was introduced in June 2011 and the first *Kedai Rakyat 1Malaysia* was located at Kelana Jaya LRT station on 22 June 2011, there were 47 *Kedai Rakyat 1Malaysia* operates all around Malaysia, which was inspired by Prime Minister Dato' Sri Najib Tun Razak. *Kedai Rakyat 1Malaysia* (KR1M) is a shop operating on a mini market format. *Kedai rakyat 1Malaysia* were one of government initiatives under the Government Transformation Programs (GTP) Cost of Living National Key Result Area (NKRA) to help the lower income households in facing the spiraling cost of living. This initiative was also in line with the "*Rakyat Didahulukan*" slogan that the Prime Minister has been stressing in implementing transformations for the country.