

**UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI**



**FACTORS THAT CONTRIBUTE THE SATISFACTIONS
AMONG CONSUMER TOWARDS THE WATER SUPPLY IN
MERBOK, KEDAH.**

NOR AZIRA BINTI SUKARNOR

2015100911

NURUL NABILA BINTI ZAINOL

2015102675

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE
SUPERVISOR**

Name of Supervisor : Pn. Junaida Binti Ismail

Title of Research Report : Factors that contribute the satisfactions
among consumer towards the water
supply in Merbok, Kedah.

Name of Student I : Nor Azira Binti Sukarnor

Name of Student II : Nurul Nabila Binti Zainol

I have reviewed the final and complete research proposal and approve the
submission of this report for evaluation.

(Signature)

Pn. Junaida Binti Ismail

DECLARATION

We/I hereby declare that the work contained in this research report is original and our own except those duly identified and recognised. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UITM's rules and academic regulations.

Signed.

Nor Azira Binti Sukarnor

Nurul Nabila Binti Zainol

ABSTRACT

The objective of this research is to study the relationship between customer satisfaction and the factor that contribute which are availability of water, service provider and quality of water. A total respondent 375 people that lives in Merbok were selected to fill the set of questionnaire that consist of 5 sections which are Demographic Information (section A), Consumer Satisfaction (Section B), Availability of Water (Section C), Service Provider (Section D) and Quality of Water (Section E). The data was analyzed with Descriptive Statistics and Pearson Correlation of Statistical Package for Social Sciences (SPSS) version 2.0. The result indicates that there were positive correlations between consumer satisfactions and factor that influences which are availability of water, service provider and quality of water. This study recommends that the

Keywords: consumer satisfaction, Availability of water, service provider and Quality of water

CONTENTS

	Page
Clearance for Submission	
Acknowledgment	
Abstract	
Contents	
List of Tables	
List of Figures	
List of Abbreviation	
1.0 CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Problem Statement	1-3
1.3 Research Questions	3
1.4 Research Objectives	3
1.5 Scope of Study	4
1.5.1 Level	4
1.5.2 Territory	4
1.5.3 Time	4
1.6 Significance of Study	5
1.6.1 Body of the knowledge	5
1.6.2 Company that involves in water supply	5
1.7 Definitions of terms, terminology and concepts	6
1.7.1 Water supply	6
1.7.2 Availability of water	6&7
1.7.3 Services provider	7
1.7.4 Quality of water	7
1.7.5 Customer satisfactions	8
1.8 Conclusion	8