

MKT 650 - 61

A STUDY ON  
"THE EFFECTIVENESS OF CONTINUOUS  
TRAINING PROGRAMS IN PPIKT  
LEAD TO CUSTOMER SERVICE QUALITY"

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## LETTER OF TRANSMITTAL

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17<sup>th</sup> October 1999

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Dear Encik Samad,

**Submission of Project Paper Entitled ‘The Effectiveness of Continuous Training Programs in PPIIKT Lead to Customer Service Quality’**

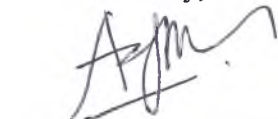
Herewith I would like to submit this project paper which has been assigned to me as a partial requirement in completing BBA (Hons) Marketing.

With this submission, I do hope that it will meet the requirement to the purpose of the Marketing Internship (MKT 650) subject.

Thank you in advance for all the guidance and kind assistance that you had rendered to me for the completion of this project paper.

Thank you.

Yours sincerely,



**(Azlinah binti Ambak – 97373935)**

## ACKNOWLEDGEMENTS

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Alhamdulillah, thanks to Almighty God for His blessed and the opportunity to complete my practical training at PPIIKT. I also feel incredibly fortunate to have been able to finish my report within the time given.

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To all PPIIKT staffs, thank you for all your cooperation and kindness.

Thanks to my family for your loving support. Thanks to you friends, for being there for me. I'm glad to call you FRIEND...

## ABSTRACT

The purpose of this research is to prove that the continuous training programs will lead to customer service quality.

There were several problems occurred during conducting the research. The research was done during the working hours and the workers should not be distracted, therefore it took a lengthy of times for them to return the questionnaires. This research also has a difficulty to collect an accurate data when several of the questions required them to revise their past training experience.

In order to prove this research, several research methods are used where it starts from: -

- a) Primary and secondary data collection
- b) Design a Disproportionate Stratified Sample
- c) Data analysis by using SPSS (Statistical Packages for Social Science)

\* *19 questionnaires have been distributed and only 16 were returned.*

From the analysis, it can be stated that most of the respondents show positive reaction and learning toward a training program's presentation. It also shows that they are positively changed because of the training programs that were done effectively and continuously.

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