



**A STUDY OF FEMALE CONSUMERS SATISFACTION  
TOWARDS LOCAL SKINCARE PRODUCT**

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## Table of Content

TITLE PAGE .....	i
DECLARATION OF ORIGINAL WORK.....	ii
LETTER OF SUBMISSION.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	v
LIST OF FIGURES.....	viii
LIST OF TABLES.....	ix
ABSTRACT.....	1
CHAPTER 1	
1.0 INTRODUCTION .....	2
1.1 Background of Study .....	2
1.1.1 Overview of Skincare Industry in Malaysia.....	2
1.2 Statement of the Problem .....	3
1.3 Research Objectives .....	4
1.4 Research Question .....	5
1.5 Scope of Research.....	5
1.6 Significance of Research.....	5
CHAPTER 2	
2.0 LITERATURE REVIEW .....	7
2.1 Customer Satisfaction.....	7
2.1.1 Skincare Satisfaction.....	8
2.1.2 Benefit.....	8
2.1.3 Trust.....	8
2.1.4 Ease of Use.....	8
2.2 Theoretical Framework.....	12
2.3 Hypothesis Development.....	12

## CHAPTER 3

3.0 METHODOLOGY.....	13
3.1 Source of Data.....	13
3.1.1 Primary Data.....	13
3.1.2 Secondary Data.....	13
3.2 Research Design.....	13
3.2.1 Descriptive Research.....	13
3.3 Research Instrument.....	14
3.3.1 Questionnaire.....	14
3.4 Sampling.....	15
3.4.1 Population.....	15
3.4.2 Sampling Frame.....	15
3.4.3 Sample.....	15

## CHAPTER 4

4.0 DATA ANALYSIS AND FINDINGS.....	16
4.1 Questionnaire Distributed, Returned and Complete.....	16
4.2 Respondent's Personal Information.....	17
4.3 Reliability Test Analysis.....	20
4.4 Descriptive Analysis for Variables.....	21
4.5 Hypothesis Testing and Evaluation of Findings.....	22
4.6 Multiple Linear Regression Analysis.....	22
4.7 Hypothesis Analysis.....	24
4.8 Summary of Hypothesis Result.....	25

## CHAPTER 5

5.0 CONCLUSION AND RECOMMENDATIONS .....	26
5.1 Summary of Findings and Conclusion .....	26
5.1.1 Research Question 1 .....	26
5.1.2 Research Question 2 .....	26
5.1.3 Research Question 3 .....	27
5.2 Conclusion .....	27
5.3 Limitation of the Research.....	27
5.3 Recommendation.....	29

## **ABSTRACT**

This research is a final work for every final year student in order to completing the program of Bachelor in Business Administration (Hons) Marketing of Universiti Teknologi Mara (UiTM). The purpose of this study to find out the study of female consumers satisfaction towards local skincare product in Jabatan Pendidikan Negeri Sabah. Based on the conceptual model which is benefit, ease of use and trust, the researcher will be aim to find out the variable that will represented for measuring female consumers satisfaction. From the research finding, it can be conclude that the majority of female consumers are satisfied with the benefit and trust on local skin care product slightly than the ease of use of this local skin care. The finest strategy that can recommend for the future of local skincare is the product should be gain more trust from the consumers by giving the best product that can be safely been use in a lifetime period.