



**PRICE DIMENSIONS AS DETERMINANTS OF CONSUMER
SATISFACTION:
A STUDY IN THE BEAUTY AND HEALTH PRODUCT OF WISMA DCL
BORNEO**

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TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES AND GRAPHS	viii
ABSTRACT	x
CHAPTER 1	
INTRODUCTION	
1.0 Introduction	1
1.1 Background of Study	2
1.2 Scope of Study	2
1.3 Problem Statement	3 - 4
1.4 Research Objectives	5
1.5 Significance of Study	5
1.6 Limitation of Study	6

CHAPTER 2

LITERATURE REVIEW

2.1	Dependent Variable	7
2.2	Independent Variable	
2.2.1	Price Transparency	8
2.2.2	Price Quality	9
2.2.3	Price Reliability	9
2.2.4	Relative Price	10
2.3	Theoretical Framework	11
2.4	Hypothesis Statement	12

CHAPTER 3

RESEARCH METHODOLOGY

3.0	Introduction	13
3.1	Research Design	13
3.2	Population	14
3.2.1	Target Population	14
3.3	Sampling Design	14 - 15
3.3.1	Sample Method	14
3.3.2	Sample Technique	14

ABSTRACT

The prime objective of this study is to examine the dimensionality of price satisfaction. A total of 100 DCL consumers from Sabah were taken as respondents. The results as analyzed by frequency distribution, descriptive statistic, reliability test, correlation coefficient and regression analysis. The findings indicated that consumers' perceived DCL price strategies have statistically significant effect on their price satisfaction. The study revealed that price quality as an important variable that influenced consumers' price satisfaction.