



**CUSTOMER SATISFACTION TOWARDS PRODUCTS AND
SERVICES PROVIDED BY KOPLEKS**

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Abstract

Customer satisfaction is an important strategic objective for an organization. In order to survive and achieve profitability, the organizations need to respond customer's requirement to satisfy them. The purpose of this research is to investigate the customer satisfaction towards products and services provided by KOPEKS. This study has focused on three variables which are products quality, services quality, and environment. This research was found that most of the respondents have knowledge about KOPEKS products. Most of them also agreed that the products and services have high quality which meets their satisfaction affecting their purchase decision. These surveys can provide management with the information they need to determine their customer's level of satisfaction with their products and with the services associated with those products