



**A STUDY OF CUSTOMERS' SATISFACTION ON THE
SARAWAK TRADE DIRECTORY PUBLICATION:
A CASE STUDY OF THE STD 1ST EDITION PUBLISHED BY
SARA CONVENTION SDN BHD.**

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EXECUTIVE SUMMARY

Sarawak Trade Directory (STD) is a comprehensive reference with listing of business, trade, products and services available in Sarawak. The STD is published by SCSB once in two years and it contains user-friendly features and easy to find business and trade section. There are 93 companies participated in the 1st edition.

The study was focused on the STD 1st edition publication. The purpose of the study is to measure a customers' satisfaction level on the publication of STD 1st edition. Beside that, the researcher used a primary data and secondary data in order to gather the information needed for the study. During the survey, the researcher had distributed 72 questionnaires through the convenience sampling method to the selected respondents in all categories of industries that participated in the STD 1st edition. However, only 52 questionnaires were returned and researcher only used 50 questionnaires for the study. This figure is accurate for the researcher to determine the finding of the study.

In addition, the questionnaires had used pilot testing in order to come out with a comprehensive and friendly user questionnaires for the respondents to take part in this study. Beside that, the researcher also did a personal interview, personal observation as well as telephone call to the respondents in order to gather the information needed for the study.

In the study, all the data analysed using the Statistical Packages for Social Science (SPSS). The finding measured the level of customers' satisfaction toward the advertisement and listing price which is reasonable and affordable, the way of STD is being distributed, the information contained in the 1st edition, the services provided by the publisher during and after the publication process, the print quality of the 1st

CHAPTER 1

INTRODUCTION

1.1 Overview of the industry

The publication industry is now more competitive with each company striving to provide better services to their customers. Nowadays, many companies are involved in the publication industry. The publication industry is important to the society as it helps to disseminate valuable information and also help to market products and services of other industries by publishing advertisements in magazines, newspapers, books, annual reports as well as cards and other relevant products. In our country, we are familiar with publications such as Yellow Pages that is published by Telekom Publication Sdn. Bhd., New Straits Times Press (M) published by New Straits Times Press (M) Bhd. as well as Oxford Advanced Learners dictionary published by Fajar Bakti Sdn. Bhd.

Sara Convention Shd. Bhd. (SCSB) a wholly owned subsidiary of the Sarawak Economic Development Corporation (SEDC) publishes the Sarawak Trade Directory (STD). Together with the Ministry of Industrial Development Sarawak, SCSB is compiling a comprehensive reference listing of business, trade, products and services available in Sarawak.

SCSB has produced the 1st edition of the Sarawak Trade Directory in 2001. The company has already published 1500 copies. The selling price for the directory is RM30.00 each. Now, the company intends to publish 10 000 copies of the second edition. In the second edition, the directory will contain information on the general organization and function of the Sarawak Government, Statutory Bodies and