



**CUSTOMER SATISFACTION TOWARDS HAULAGE SERVICES  
PROVIDED BY KONSORTIUM LOGISTIK BERHAD (KLB)  
PASIR GUDANG, JOHOR**

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## **ABSTRACT**

The objective of this project paper is to identify the Customer Satisfaction Towards Haulage service by Business Development and Marketing Department, Konsortium Logistik Berhad (KLB) Pasir Gudang.

The objective of identifying the customer satisfaction towards haulage service can help the firm in recognizing the weaknesses of their staff to handle its customer to paying their service charges. Without any good preparation in learning customer behavior and tools to solve the customers' problem, it meant failures to control it customers. The customers have their own loyalty to stay and to pay what that they have got from the products or services. So, the company like KLB, Tiong Nam, D'Perdana, Multimodal Freight Container and Intergrated Bhd has set up its price as a way to compete their services towards it customer satisfaction. To strenghtened its demand in market, they do a several changes in giving high privileged to customer in term of using their service. KLB itself offer a new Technology of prime mover that has it own site loader to move the container. So it can save time and cost to the customers' directly.