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**A STUDY ON THE QUALITY OF PROTON'S DELIVERY
SERVICE TOWARDS CUSTOMER IN KOTA KINABALU,
SABAH**

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OKTOBER 2007

ACKNOWLEDGEMENT

In the name of ALLAH S.W.T, the beneficent, the merciful.

To finish this report has proven to be a great undertaking that would not have been feasible without the support of many great people.

First and foremost, I would like to express my highest gratitude to my dedicated advisor, Prof Madya Matyasin jamil for his deepest guidance, encouragement and also motivation rendered throughout the completion of this project paper. I would also like to acknowledge my second examiner, Puan Hasnawati Hj Guliling for her helpful and encouraging comments on how to improve this project paper.

I am also appreciating the cooperation from Eon Berhad who had given me full assistance, giving materials, and information, especially Datu Haji Nasiruddin Bin Datu Gulam a manager EON Berhad.

Last not least, my special thanks to my family, friends and classmate and housemate of their encouragement, gave supporting, knowledge and guidance in the process of completing this research successfully.



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22 October 2007

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ABSTRACT

This study is mainly purpose looking for the satisfaction level among customer towards the quality of proton's delivery service towards their customer in kota kinabalu. The most important element on this study is a questionnaire. From the respondent's feedback and the data on the questionnaire, some important conclusion can be set up especially for the most appropriate findings.

From the questions given to the respondents, result also covered in answering the question, what is the' exact requirement of customers, in order to get the most qualified service. At the same time, from the respondent's feedback, researcher can collect, analyze and make some conclusion about the respondent's ideas and opinion on how to improve the quality of service and it is including the skills and improvement of handling customers, and to minimize conflict.