



**“LEVEL OF CONSUMER SATISFACTION TOWARDS
SERVICES / FACILITIES
PROVIDED BY
ROYAL MALAYSIAN CUSTOMS
(THE CASE OF CUSTOMS PORT KOTA KINABALU)”**

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Place of study

Period of study

Target of study

1.3 Problem Statement

1.4 Research Objectives

1.5 Research Question

1.6 Limitation of the study

1.7 Definition of Terms

1.8 Significance of the study

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ABSTRACTS

An overall, this project paper explains on how to measure the level of consumer satisfaction towards services / facilities provided by Royal Malaysia Customs.

This project paper will be consist 7 chapter to fulfill the project paper requirement.

In this first chapter, it consists the introduction, to the company, scope of study, problem statement, research objectives, research questions, limitation, of the study and the significance of the study.

The next chapter, it discuss about the literature review, which is consist the measurement of consumer satisfaction toward the service and facilities provided. Moreover, it also explains on how to conduct the theoretical framework.

Meanwhile in the 3rd chapter, it is more focus to the research methodology that I use in this project paper.

In chapter 4, it discusses about the research findings. In this chapter, it will be explained the demographic profile, the consumer expectation, consumer satisfaction and consumer adaptation.

Next chapter it more focus on the research analysis which is consumer adaptation agencies.

Conclusion will be arising in chapter 7. In this conclusion it will be summarize the level of consumer satisfaction towards services and facilities provided by Royal Malaysian Customs especially in port.

In the last chapter will be more focus on the recommendation which consist the future direction and other recommendation