

**DECLARATION OF ORIGINAL WORK**

**INCREASING CUSTOMER SATISFACTION IN MAJLIS DAERAH RANAU  
(MDR) THROUGH ONLINE SERVICES**

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## **CHAPTER 3 METHODOLOGY**

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## ABSTRACT

The purpose of this research to investigate on how to increase customer satisfaction through online services which can be offered in Majlis Daerah Ranau soon. There are five research objectives can be done in this study which is to identify factor influencing an increasing customer satisfaction through online services in MDR, to identify most important factor influencing an increasing customer satisfaction through online services in MDR and to determine the best marketing strategies to improve customer satisfaction through online services in MDR.

The independent variables for this study are trust, perceived usefulness, mobility, and assurance. Meanwhile, the dependent variable for this study is customer satisfaction. This research used qualitative methods via an online questionnaire and also face to face method to collect all the data needed. The questionnaire has been distributed to 200 customer in MDR. Lastly, the data collected was analyzed by using Statistical Package for the Social Science (SPSS).