

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
DECLARATION OF ORIGINAL WORK

**A STUDY ON CUSTOMER'S LEVEL OF SATISFACTION TOWARDS  
POS MALAYSIA BERHAD (PMB) KOTA KINABALU COUNTER SERVICE**

I, hereby, declare that

- 1. This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for the degree or any other degree.
- 2. This project paper is the result of my independent work and investigation, except where otherwise stated.
- 3. All verbatim extracts from any source have been identified and sources of my information have been specified.

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## ABSTRACT

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This project paper of marketing research is about customer's level of satisfaction towards Pos Malaysia Berhad (PMB) Kota Kinabalu counter service. This research is conducted to study and investigate what is the actual level of customer satisfaction towards the services provided at PMB Kota Kinabalu counter which include (i) identifying customer's preferences of services provided by Pos Malaysia Berhad (PMB) Kota Kinabalu at counter service, (ii) determining the customers' satisfaction towards PMB Kota Kinabalu Counter Services and (iii) identify customers' complaints and provide recommendations for improving the PMB Kota Kinabalu services. To find out those customers' satisfaction level, 100 respondents are needed to give feedback towards their preferences and liking through questionnaire and interviews.