

**A STUDY ON CUSTOMERS' COMPLAINING
BEHAVIOUR AT MOCCIS TRADING SDN BHD,
KOTA KINABALU**

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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"DECLARATION OF ORIGINAL WORK"

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DECLARATION OF WORK

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LIST OF DEFINITION OF TERMS

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1.1.1 Company Background **ABSTRACT**

This research is a study on customers' complaining behaviour at Moccis Trading Sdn Bhd, Kota Kinabalu. It is conducted primarily to investigate the influence of customers' complaining behaviour at Moccis Trading Sdn Bhd, Kota Kinabalu and to examine the relationship between complaining behaviour and complaint responses.

Basically, what has been achieved in this research shows that there were statistically positive relationships between attitude of complaining with complaint responses namely exit, third party complaints, direct and indirect voice complaints. There were also statistically positive relationships between external attribution with exit, third party complaints, indirect voice and negative word-of-mouth.

Now, Moccis Trading Sdn Bhd (MISR) operates a network of 20 outlets throughout Malaysia offering extensive range of products and services aimed at upgrading the lifestyles of the Malaysian Civil servants, government officers and staff of selected private companies.

Moccis Trading Sdn Bhd (MISR) has developed a well-established distribution network while at the same time is continuously upgrading its computer linkages to its distributive channels to ensure greater efficiency and improved performance.