



**A STUDY ON CUSTOMER SATISFACTION TOWARDS
YAYASAN USAHA MAJU (YUM)'S DELIVERY SYSTEM SERVICE
AT YUM KOTA KINABALU BRANCH**

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EXECUTIVE SUMMARY

The purpose of this study is to identify factors contributing in customers' satisfaction towards YUM's delivery system service at YUM Kota Kinabalu Branch. In this study I have used variables such as the types of services provided by YUM in Kota Kinabalu Branch, flows of delivery or the modus operandi, and the services given by the staffs.

In this study the core case that has been examined is the delivery system which is inside the modus operandi of YUM itself. To achieve and established the objectives, the information was gathered and survey was conducted among the members of YUM Kota Kinabalu Branch i.e. the customers of YUM.

This project paper consists of six chapters. Chapter 1 will give the overview, problem statement, and significance of the study. Chapter 2 is dealt with the literature review. Chapter 3 is a brief background of YUM. Chapter 4 is dealt with the research methodology used in doing this research. Chapter 5 will reveal to the reader the findings. And the last that is Chapter 6 will provide the conclusion and recommendation.

- A very special thanks to all the lecturers who had guided me through the years during the many seminars on campus.
- To all my respondents for their support and cooperation. I am however, none accountable for the views expressed in this dissertation and none of the persons mentioned above bear my responsibility.
- Last but not least, to my beloved wife Ms Florence Anne Aning and family members for their encouragement, support and patience for all the years in my effort to complete this course.

Thank you very very much. May God Bless You All.

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 - A very special tribute to all the lectures who had guided me through the years during the many seminars on campus.
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- Thank you very-very much. May God Bless You All.**

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