

**A STUDY ON CUSTOMERS' SATISFACTION ON IMPORT  
SERVICES PROVIDED BY USAHA MERIAH SDN BHD**

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## ABSTRACT

This research is a study on customers' satisfaction on import services provided by Usaha Meriah Sdn Bhd. The purpose of doing this research is to determine customers' satisfaction level on services offered by the company and also to evaluate the effectiveness level of current services offered by the company. There are six major elements that used in this research to determine the level of satisfaction on services provided. The six elements are time spent, information efficiency, processing procedure, communication skills, efficiency of completing task and operation effectiveness.

In view of the rapid grow in the shipping and forwarding industry in Sabah, the competition among forwarders agents or companies are becoming more aggressively. This is very important as to improve their services provided as to fulfill customer demand in order to develop their satisfactions towards the services offered by the company.

All information that obtained from the research will be beneficial to Usaha Meriah Sdn Bhd as to strengthen their position in the market to be one of the successful local company towards a challenging market. Furthermore, some recommendation that obtain from the research can also be considered by the company for their references in the future. Besides that, improving their services will also benefit the company in competing with other competitors.

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