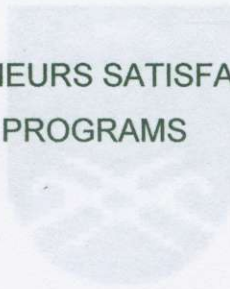


A STUDY ON THE ENTREPRENEURS SATISFACTION TOWARDS PUSMA'S
PROGRAMS



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"DECLARATION OF ORIGINAL WORK"

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I hereby declare that

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SABAH

- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All relevant extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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ABSTRACT

This study was conducted to identify what factors that leads to the satisfaction and dissatisfaction among entrepreneurs towards PUSMA program. So from the study we can determine effectiveness of the program to respondents and find out additional ways that can be used by the PUSMA to increase level of satisfaction among entrepreneurs. The research design used in this study is descriptive research. Descriptive research is a type of conclusive research that has as its major objective the description something usually market characteristic or function Two type data were used in this research are primary and secondary data regarding study were gathered. The target population in this study is entrepreneurs that involved in PUSMA program. Samples of 180 respondents were selected using by sampling frame. The list of participants gets from PUSMA database. In analyzing the data frequency distribution, percentage and cross tabulation were used.

The finding of this study revealed that PUSMA tried to give the best service but still have comments from entrepreneurs that dissatisfied towards PUSMA programs. The level of satisfaction towards PUSMA program still not achieve hundred percent. Towards the end of this study, gather comments and suggestion or responses from the respondents that can be used by PUSMA to fulfill the entrepreneurs of satisfaction level.