



**A STUDY ON CONSUMER SATISFACTION TOWARDS  
LIVESTOCK PRODUCT SOLD IN PENAMPANG**

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## TABLE OF CONTENTS

PAGE

<b>DECLARATION OF ORIGINAL WORKS</b>	<b>i</b>
<b>LETTER OF SUBMISSION</b>	<b>ii</b>
<b>ACKNOWLEDGEMENTS</b>	<b>iii</b>
<b>TABLE OF CONTENTS</b>	<b>iv</b>
<b>LIST OF TABLES</b>	<b>viii</b>
<b>LIST OF FIGURES</b>	<b>x</b>
<b>ABSTRACTS</b>	<b>xi</b>
<b>CHAPTER 1: INTRODUCTION</b>	
<b>1.0 Introduction</b>	<b>1</b>
<b>1.1 Background of Study</b>	<b>2</b>
<b>1.2. Scope of Study</b>	<b>3</b>
<b>1.3 Problem Statement</b>	<b>3</b>
<b>1.4. Research Objective</b>	<b>4</b>
<b>1.5. Research Significant</b>	<b>5</b>
<b>1.6. Research Hypotheses</b>	<b>7</b>
<b>1.7 Limitation of study</b>	<b>7</b>
<b>1.7.1 Experience</b>	<b>8</b>
<b>1.7.2 Consumers</b>	<b>8</b>
<b>1.7.3 Time Consuming</b>	<b>8</b>
<b>1.8. Definition of Term</b>	<b>9</b>
<b>CHAPTER 2: LITERITURE REVIEW</b>	
<b>2.0 Literature Review</b>	<b>11</b>
<b>2.1 Future Outlook of Livestock Market in Sabah</b>	<b>12</b>
<b>2.1.1 Beef Cattle</b>	<b>13</b>
<b>2.1.2 Buffalo</b>	<b>14</b>



2.1.4	Poultry	14
2.1.5	Pigs	15
2.1.6	Goats/Sheep	15
2.1.7	Deer	16
2.1.8	Other Livestock Species	16
2.2	Theoretical Framework	17
2.3	Customer Satisfaction	17
2.4	Measuring Consumer Satisfaction	18
2.5	Consumer Guide on Food Hygiene and Sanitation at Food Outlets	19
2.6	Food Cleanliness and Sanitation Issues	20
2.7	Guidelines for Cleanliness and Sanitation Standards at Food Outlets	24
2.8	Guide line for Food Operators	25
2.9	Building Premises and Basic Facilities	26
2.10	Food and Drinks	27
<b>CHAPTER 3: RESEARCH METHODOLOGY</b>		
3.0.	Research Methodology	30
3.1	Source of Data	30
3.1.1	Primary Data	30
3.2	Sampling Design	31
3.2.1	Target Population	31
3.2.2	Sampling Technique	31
3.2.3	Sample Size	31
3.3	Data Analysis	31

## ABSTRACT

This study involves 250 respondent aged between 20 and 36 and above who lives in Penampang areas. The researcher explored on consumers' satisfaction towards livestock product sold in Penampang, either in the open markets (open space) or hypermarkets and supermarkets. The researcher used four issues on this survey, product quality, price, market environment and service quality.

The research methodology used by researcher personal interviews with the consumers and personal observation made both in the open market and hypermarket/supermarkets in Penampang. The personal interviews were carried out during the weekends (Saturdays and Sundays). From the finding, the researcher felt that there are reasons and needs to improve the quality of the livestock product, the conditions of the open market, and service quality from all concern including the local authorities.