

**" A STUDY ON CUSTOMERS' SATISFACTION TOWARDS
THE CUSTOMERS' SERVICE PROVIDED BY THE
DEWAN BAHASA DAN PUSTAKA,
KOTA KINABALU, SABAH "**

**CHRISTOFER J. MOLIE
STUDENT NO : 99357944**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU**

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ABSTRACT

The aim of this research is to study customers' satisfaction level of customers' service at Dewan Bahasa dan Pustaka, Kota Kinabalu, Sabah. Data were collected by distributing the questionnaire to customers who went to the showroom to either watch the new arrivals or just to get some information related to books, journals either for academic purposes or for personal use. The findings indicated that there are a few areas in relation to staffs' courtesy and friendship that need to be given more consideration by the management.

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ABSTRACT

The aim of this research is to study customers' satisfaction level of customers' service at Dewan Bahasa dan Pustaka, Kota Kinabalu, Sabah. Data were collected by distributing the questionnaire to customers who went to the showroom to either watch the new arrivals or just to get some information related to books, journals either for academic purposes or writings which they were interested in buying or doing research. The findings indicated that there are a few areas in relation to staffs' courtesy and friendship that needed to be given great consideration by the management. The findings also indicate that customers were not satisfied with many aspects of the showroom facilities which again needed the management's immediate attention. Lastly, the findings also indicate that customers were not satisfied with most of the things related to the services rendered by the organization's sales person.

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