



**A STUDY ON CUSTOMERS' SATISFACTION
OF GOVERNMENT SECTOR TOWARDS
PRODUCTS OFFERED BY PERCETAKAN NATIONAL
MALAYSIA BERHAD IN KUCHING**

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ABSTRACTS

Percetakan Nasional Malaysia Berhad's business activities confined only to government market and it resulted PNMB inexperience to compete in open market where knowledge on customers needs and wants are lack.

The study is to find the alternatives as to identify and to improve the level of customers' satisfaction of present customers, which are the government sectors. It also helps the management to retain the present customers and therefore can attract the potential customers in future.

The survey has been conducted through questionnaires distributed to respondents. The survey wants to know the level of satisfaction among the present customers. The interviews have been conducted to gain the insight opinion of employees and the management. The observation also has been conducted at Percetakan Nasional Malaysia Berhad office.

The findings indicate the level of customers satisfactions towards product offered, the factors that contributing to customers satisfaction. It also indicates the factors that influence the performance of the employees.

Lastly, the recommendations are made based on the findings of the study as to improve the customers' satisfaction of government sectors towards PNMB and performance of the employees.

CHAPTER 1

INTRODUCTION

1.1 Introduction And Background of Study

The study focuses on customers' satisfaction of government sectors towards Percetakan Nasional Malaysia Berhad in Kuching. This chapter will explain briefly on the company's background, problem statement, and objectives and will lead to research questions. While at the end of this chapter, researcher listed barriers that confined to the identified scope of study and its significance to PNMB.

1.1.1 The Background of Percetakan Nasional Malaysia Bhd

The first press established when Government printed the first Gazette on 26th August 1870. During the Brooke rule, the Government Press printed all types of work as required by the government then.

In the year 1927, the government moved to a new building, which was used by the Majlis Perbandaran Kuching, and its name changed to Sarawak Government Printing Office. In 1946,