



**“A STUDY ON CUSTOMER SATISFACTION
TOWARDS THE ASIA-GULF EXPRESS (AGX)
SERVICE PROVIDED BY UNITED ARAB
SHIPPING COMPANY (SAG)- AN AGENCY OF
JARDINE SHIPPING SERVICES SDN BHD”**

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ABSTRACT

This research is done in order to fulfill the requirement of the Bachelor of Business Studies (Hons) in Marketing. The research title is “A Study on Customer Satisfaction towards the Asia-Gulf Express (AGX) Service Provided by United Arab Shipping Company (SAG) - An Agency of Jardine Shipping Services Sdn Bhd”

There are several reasons that can affect the satisfaction of the customers. Basically, the customers are concerned with the quality of service besides the charges or the price. Besides that, customers also will be influenced by the relationship with the service providers, the speed of the service provider's response and also by the service and support. From all of these elements, the customers will evaluate the company and also will compare the company with the others and will come out with their own ideas whether to use the services provided by the company or to change to other company.

In this research, the researcher had used the primary data to gather the information needed. Therefore, the researcher had distributed a sum of 30 sets of questionnaires to the respondents which consist of 30 customers from 30 different companies. From the questionnaires that were answered by the customers, the researcher had analysed the data gathered by using the Statistical Package of Social Science (SPSS) for windows. By using the SPSS software, the researcher was then come out with the results which were tested by using the Reliability Analysis Scale (Alpha) to test on the reliability of the variables with each other. Besides that,

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