

**A RESEARCH STUDY ON CUSTOMER SATISFACTION
TOWARDS MAINTENANCE SERVICE OFFERED BY
ORIGIN TECHNOLOGY (M) SDN BHD**

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LETTER OF TRANSMITTAL

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SUBMISSION OF PROJECT PAPER

Your attentions are required for the above matter.

In order to fulfill the course requirement for BBA (Hons) Marketing, I Zuwardi Azer B Ab Karim, would like to submit my project paper entitled " A Study on Customer Satisfaction Towards Maintenance Service Offered By Origin Technology (M) Sdn Bhd . I hope that this project paper will fulfill the course requirement.

I would like to thank you for the guidance that you gave along the preparation of the project paper.

Thank you

Yours truly,

Zuwardi Azer B Ab Karim
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ABSTRACT

The aim of this research is to study on the customer satisfaction towards maintenance service offered by Origin Technology (M) Sdn Bhd. This company involved in supplying the products for "Information Technology" purposes. The research study on the customer satisfaction is to delivering or giving some idea to improve customer satisfaction in external customer market place. The study based on customer satisfaction is taken from journal, reference book and questionnaire. This report was outlined the findings, analysis and recommendations based on the questionnaires distributed to the customers. The customer's characteristics are measured in this research. Then, the customers were asked about their perception and opinion on satisfaction and dissatisfaction of the company. The answers are analyzed by using Likert scale measurement where the result shows the level of satisfaction whether customers satisfy, neither satisfy nor dissatisfy (moderate), or dissatisfy. The customer's expectation is considered because satisfaction is a function of perceived performance and expectations. Generally, customers are satisfied with the level of service effectiveness but most of them still expecting or hoping that Origin Technology (M) Sdn Bhd should increase the level of customer satisfaction in order to improve the market and customer performance. From the finding, the researcher suggested that the company should improve or upgrade their facilities provide, send their staff for training, employee development and management practice. Their satisfaction in contributing to a positive goal is another that induces their loyalty to Origin Technology (M) Sdn Bhd. As a conclusion, Origin Technology (M) Sdn Bhd have to review and improve its internal service offered in order to increase customer satisfaction.

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