

**A STUDY OF INTERNAL CUSTOMER'S SATISFACTION
TOWARD
MATERIALS SERVICES DEPARTMENT
OF
PETRONAS PENAPISAN (MELAKA) SDN. BHD**

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LETTER OF TRANSMITTAL

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Puan Zubaidah,

SUBMISSION OF RESEARCH PAPER

In reference to the above, I herewith, enclose my research paper entitled;

" A Study of Internal Customer's satisfaction Toward Material Services Department of PETRONAS Penapisan (Melaka) Sdn Bhd. "

This research attempts to study the satisfaction level of PETRONAS Penapisan (Melaka) Sdn Bhd's staff who deal with Material Services Department.

With submission of this research paper, I sincerely hope that it will meet the requirement and expectation of the syllabus.

Thank you very much in advance for Puan Zubaidah's guidance, knowledge, time and special attention given to me throughout the process of completing this research.

Thank you once again.

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ABSTRACT

The recent internal problem on the usage of the new System, Applications, and Products version 3 module Maintenance and Materials Management (SAP R/3 - MMM) - pronounced S-Ay-Pea, not 'Sap' ; has led researcher to take this opportunity to find out the actual causes of staff / enduser's dissatisfaction.

With internal customer (enduser) dissatisfaction and also problem encounter by warehouse personnel on updating data to the system becoming increasingly significant, researcher try to analyse the level of dissatisfaction by enduser , warehouse personnel and weaknesses related to the root cause.

Findings from this research suggests that the management need to re-look the reliability of the internal control imposed in the system, accuracy of data entry and specification of materials which create problem to enduser as well as warehouse personnel.

This research concludes with a discussion of the implications for marketing strategy formulation and implementation which includes the weaknesses of SAP system, materials delivery, inventory control, training and counter services.

To enhance its image, Materials Services Department, particularly the Materials Operation Section must be willing to accept the significant weaknesses and engage drastic improvement on their services to increase its internal customers satisfaction.

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