

**‘CUSTOMER SATISFACTION TOWARDS THE
PRODUCT QUALITY PROVIDED BY CNLT’
‘A FOCUS ON QUALITY ASSUARANCE
DEPARTMENT’**

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DECLARATION OF ORIGINAL WORK



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- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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ABSTRACT

Quality has typically been regarded as a key strategic component of competitive advantage and, therefore, the enhancement of product quality has been a matter of prime interest to firms. Quality provides a basis for strategic advantage, and thus improvement in product quality may lead to enhanced performance. Analyzing the factors affecting the company product quality is primarily important. Besides that, identifying the factors causing level of product quality is other issues that needed to be analyze. Present CNLT (Far East) Berhad a yarn factory as an exemplary case study in relation to people and quality initiatives. CNLT's philosophy is "Quality without compromise" - which they have consistently achieved by making customer satisfaction central to our quest for product perfection. This research is purposed to identify the factors may affect the company product quality that can be avoid any customers dissatisfaction. Besides that, the company also can know their level product quality. Level of quality of a particular product determined the level of customer satisfaction. Meeting customers' requirement can meet customers' satisfaction. Quality of a product and customers satisfaction level can affect sales of a product, customer loyalty and company financial level. High quality also can meet high level of quality consistency. This research analyzed the problem of quality of the product that CNLT has produce. Found that, CNLT had the problems of their product quality. CNLT have received several complaint letters from their customers about the product quality, where the customers are not satisfied with the quality of the yarn produce by CNLT.

TABLE OF CONTENT

PAGE

ACKNOWLEDGEMENT	iv
LIST OF TABLE	v
LIST OF FIGURE	vii
ABSTRACT	viii

CHAPTERS

1. INTRODUCTION

1.1	Introduction	2
1.2	Background of Company	2
1.3	Problem Statement	5
1.4	Research Questions	5
1.5	Research Objective	6
1.6	Hypotheses	6
1.7	Significant of Study	7
1.8	Scope of Study	8
1.9	Limitation	8
1.10	Definition of Terms	9

2. LITERATURE REVIEW

2.1	CNLT Product	12
2.2	Yarn Market	13
2.3	Process of Yarn	14
2.4	Product Quality	16
2.5	Obstacles to Improve Product Quality	18
2.6	Theoretical Framework	21

3. METHODOLOGY

3.1	Description of Organization	27
3.2	Data Collection	27
3.3	Research Design	28
3.4	Target Population	28
3.5	Selecting Interview and Sampling Techniques	29
3.6	Sampling Frame	30
3.7	Questionnaire Design	31
3.8	Pre-Test	31
3.9	Data Analysis	32
3.10	Hypothesis Testing	32