

**THE ELEMENTS OF PRODUCT QUALITY THAT  
INFLUENCE THE CUSTOMER SATISFACTION TOWARDS  
KAZZ HIDROPONIK DOMESTIK PRODUCTS**

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**“DECLARATION OF ORIGINAL WORK”**

I, Nor'ain Bte Mohamad, (I/c Number: \_\_\_\_\_)

Hereby, declare that,

- 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 degrees
- This project paper is the result of any 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.

Signature:

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## **ABSTRACT**

This study mainly focusing on the elements of product quality that produces by Kazz Hidroponik Domestik which that contributes to customer satisfaction towards its hydroponics products. This study requires 30 respondents to answer the questionnaire in order to help the researcher to get the findings. The targets customer that answer the questionnaire are mainly focus on customer that buying the hydroponics product from the company.

Based on the finding of respondents researcher found that the elements in product quality such is aesthetics, performance, features, perceived quality, serviceability, reliability, conformance, and durability plays a role in influencing the customer satisfactions. Beside that the study also identifies the satisfaction of the customer towards the product produce by company.

The data that collected were analyzed using Statistical Package for Social Science (SPSS) Program. The respondents that answer the questionnaire were based on none probability sampling. Researchers also have given some recommendations and suggestion to Kazz Hidroponik Domestik that they can improve its product quality in order to increase customer satisfaction.

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