

UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI



THE FACTORS OF CONTINUOUS IMPROVEMENT TOWARDS
CUSTOMER SATISFACTION IN URBAN TRANSFORMATION
CENTRE (UTC) MELAKA

FATIN IZZATI BINTI MAZILAN
2010410336
SYAZANA HAZWANI BINTI AZMAN
2010421644

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE
SUPERVISOR**

Name of Supervisor : Madam Marni binti Hj. Ghazali/ Madam Khariyah binti Md Shahid
: Madam Yuhanza binti Othman

Title of Research : The Factors of Continuous Improvement Towards Customer Satisfaction
Report in Urban Transformation Centre (UTC) Melaka

Name of Student : Fatin Izzati binti Mazilan
: Syazana Hazwani binti Azman

I have reviewed the final and complete research report and approved the submission of this report for evaluation.

Date:

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Fatin Izzati Binti Mazilan

Syazana Hazwani Binti Azman

Bachelor of Administrative Science (Honours)

Faculty of Administrative Science & Policy Studies

Universiti Teknologi MARA, Kampus Bandaraya Melaka

ABSTRACT

The purpose of this study is to investigate The Factors of Continuous Improvement towards Customer Satisfaction in Urban Transformation Centre (UTC) Melaka. The objectives of this study are to identify the most influential factor of continuous improvement which leads to customer satisfaction. The second objective is to determine the relationship between the factors of continuous improvement and customer satisfaction and the last objective in this research is to examine the challenges of continuous improvement programs in the UTC Melaka. In this research, we used convenient sampling technique to distribute the questionnaire. The finding of this research, most influential factor of continuous improvement which leads to customer satisfaction is training and learning of the employee. The result of the second objective is all of the five independent variables which consist of management commitment, teamwork, communication, training and learning and employee empowerment are moderately related with customer satisfaction as our dependent variable. For the conclusion, the management commitment, teamwork, communication, training and learning and employee empowerment are not strongly related with the satisfaction of UTC'S customers.

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