

**CUSTOMERS SATISFACTION TOWARDS THE
PRODUCTS GIVEN BY PETRONAS LPG IN
KUANTAN AREAS.**

**SYAZREEN BIN ABDUL GHANI
2005368042**

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2007

ACKNOWLEDGEMENT

Several people have been extremely helpful in making this research project successful. First and foremost, my deepest grateful goes to the Al-Mighty for blessing me with ideas, strength and patience to complete this research project. I would like to express my deepest appreciation to my first research advisor, Cik Norzehan Abu Bakar, for her invaluable guidance, encouragement and concern throughout the preparation of this research project.

My warmest gratitude also goes to my second examiner, Puan Zainah Jalil for her invaluable guidance, comments in helping me to complete this research projects and evaluate my research. I wish to extend my sincere appreciation to Encik Norazman Harun for his precious advices and assistance on data interpretation.

My appreciation also goes to all staff of Petronas LPG in Kuantan, especially to Tuan Hj. Saidi Harun (Regional Manager) for his best support, co-operation and willingness and invaluable insights in relation to the relevant information.

Last but not least, I would like to express my deepest gratitude to those who assisted on the project paper, including all lecturers (Universiti Teknologi MARA), friends, family and the respondents as well as to those who were involved directly or indirectly for their supports and cooperation during all this torrid time..

Thank you.

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ABSTRACT

This research was carried out to obtain information about customer's satisfaction towards the products given by Petronas LPG in Kuantan areas from the customers view point. This study was based on probability sampling design which is used simple random sampling to gather all the information regarding the customer's satisfaction towards the products given by Petronas LPG in Kuantan areas. The data was collected through face-to-face interviews by using personally administered questionnaire.

The overall findings frequency counts for 74 respondent's shows that majorities of the respondents are Malaysian and most of them are Malay. For gender, most of the respondents are female and married. The age of the respondents mostly from 26 – 35 years old and above 45 years old. Majority of the respondents work in government sector and earn monthly salary between RM 2000 – RM 3000.

There is positive relationship between selected demographics with customer satisfaction, where majority are agreeing and satisfied with the statement that rate their satisfaction towards Petronas LPG in Kuantan areas. Recognizing the problems and products given by Petronas LPG, can therefore give a general guidance to improve the products and customer service given as well as gaining customers satisfaction while enhance the overall products and services.

CHAPTER 1

INTRODUCTION

1.0 Introduction

Petroleum Industry

Nowadays, the market for petroleum products is highly competitive with major multinational corporations competing for sales of fuels to consumers which include motorists, households, airlines, shipping lines, transporters, plantations, processing and manufacturing plants, power stations and commercial enterprises. The examples of highly competitive multinational corporations are Shell, BHP and Esso. They have the advantage in terms of their financial stability. So, it means they can generate many petroleum products and at the same time market it for the customers.

The Company's products have enjoyed high market acceptance and customer confidence, as evidenced by its rapid sales growth over the years. The Company markets its product throughout the country, directly to customers as well as through its network of service stations, LPG dealers and industrial dealers. Its marketing activities are well supported by a comprehensive logistics and distribution system consisting of bulk depots, aviation depots, bunkering facilities and LPG bottling plants, all strategically located to ensure a reliable supply of products at all times. Besides, the Company has a sophisticated Customer Service Centre to serve its customers better.