

CUSTOMER SATISFACTION TOWARDS LEKOR
SHOP PRODUCT:
RESEARCH ON END USERS OF MENARA TM

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

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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 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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LETTER OF SUBMISSION

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**CUSTOMER SATISFACTION TOWARDS LEKOR SHOP PRODUCT: RESEARCH ON END USERS OF MENARA TM**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

Bumiputera SME Company is getting more and more by the help of Malaysian government. As we already know, government provides several incentives to encourage the Bumiputera to open up business. Here, the research is done on one of Bumiputera SME Company which is Lekor Shop (M) Sdn. Bhd.

They have been in the market for almost four years now and they are currently experiencing the decrease of their sales. The company product is Keropok Lekor Crispy which is different than other keropok lekor in Malaysian market due to the introduction of new concept of keropok lekor. Besides that, Menara TM's customer has stopped their order of Keropok Lekor Crispy after two weeks of their subscription. This is because they are not satisfied with the product where what they expect is different than what they have perceived.

In this study, we used questionnaire to identify their expectations and perceptions towards Lekor Shop's Keropok Lekor Crispy. Based on Frequency and Descriptive Statistic, a clear finding and results are observed. The finding showed overall customers' expectation and perception towards the product. The use of Paired Sample Test, will show whether the customer are satisfied with the product.