

**CUSTOMER SATISFACTION TOWARDS SALES  
SERVICES PROVIDED BY SHOWROOM SALES  
STAFF AT SIME UEP PROPERTIES BERHAD  
SUBANG JAYA**

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

**FACULTY OF BUSINESS MANAGEMENT  
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MELAKA**

**2006**

**DECLARATION OF ORIGINAL WORK**



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

**"DECLARATION OF ORIGINAL WORK"**

I, Hasrol Amri Bin Abu Yazid, (I/C Number: 820423-14-5759)

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 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

Signature:

A handwritten signature in black ink, appearing to be 'Hasrol Amri Bin Abu Yazid', written over a light blue horizontal line.

Date: 28 April 2006

## **LETTER OF SUBMISSION**

**28<sup>th</sup> April 2006**

The Head of Department  
Bachelor of Business Administration  
(Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
78000 Alor Gajah  
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Dear Madam,

### **SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper titled **“CUSTOMER SATISFACTION TOWARDS SALES SERVICES PROVIDED BY SHOWROOM SALES STAFF IN SIME UEP PROPERTIES BERHAD, SUBANG JAYA”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA

Thank you

Yours sincerely

HASROL AMRI BIN ABU YAZID  
(2003355414)  
Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

Organizations cannot exist without customers. As such, the customer must be the central focus of the organization. Goals around market share and diversity, profit yield, and so on, are directly related to customer patronage. The purpose of this research is to study the customer's satisfaction towards the sales services provided by sales staff in Sime UEP Properties Berhad. Moreover, this study will examine and identify to what factors that make customers purchase at Sime UEP. This research also will determine whether there are relationships between demographic and overall satisfaction.

The findings showed that most of the customers were satisfied with the sales service provided to them and demographic have a strong relationship with overall customer's satisfaction. The researcher is also able to give some recommendations and suggestion on how to improve and increase customer's satisfaction of the customers after the analysis, findings and interpretation.

In this study, researcher used interviews and questionnaire techniques and others secondary data such as reports, database, and so on for data collection. This study will help Sime UEP Properties Berhad to identify their weakness in order to achieve 100% customer's satisfaction. The researcher hopes that this study can help this company to overcome their problem so that they can maintain their established named in the property sector in Malaysia.