



**MEMBERS OF CO-OPERATIVE PERCEPTION TOWARD
SERVICES PROVIDED BY KOPERASI SERBAGUNA
KAKITANGAN MAJLIS PERBANDARAN KUANTAN BERHAD
(KOSPEK MPK BERHAD)**

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

NOVEMBER 2005

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

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

NOVEMBER 2005

DECLARATION OF ORIGINAL WORK




BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FALCULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Masnieaida bt Mohd Nazir, (I/C Number: 830811-03-5462)

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:  _____

Date: 12 November 2005

LETTER OF SUBMISSION

12 November 2005

Prof. Madya HjH Mariamah bt Mohd Ali
Research Advisor
Faculty of Business Management
University Technology Mara
78000 Alor Gajah
Melaka

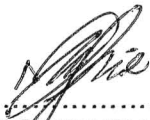
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "MEMBERS OF CO-OPERATIVE PERCEPTION TOWARD SERVICES PROVIDED BY KOPERASI SERBAGUNA KAKITANGAN MAJLIS PERBANDARAN KUANTAN BERHAD (KOSPEK MPK BERHAD)" to fulfill the requirements as needed by the Faculty of Business Management, University Technology Mara.

Thank you

Yours Sincerely,



.....
MASNIEAIDA BT MOHD NAZIR
2002618804
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The purpose of this research is to study on members of Co-operative perception toward services provided by KOSPEK MPK Berhad.

This research is also to study evaluates the effectiveness of method efforts by KOSPEK MPK Berhad. Besides that it is also to study from their members of Co-operative opinion for the most effective method of services. So that, KOSPEK MPK Berhad can be compare their products and services based on the members of Co-operative view.

For the purpose of this study the exploratory and descriptive research was used. Convenience sampling size has been utilized with 100 respondents as the sample size and then chooses the member of 20 workers in each department and five departments that will be selected as a fundamental of the study. This is because the majority of the Co-operative's members that used the products and services are come from Car Parks Department, Parks and Recreation Department, Mechanical Engineering and Electrical Department, Maintenance Department and Enforcement and Security Department in Kuantan Municipal Council.

Questionnaires were distributed as the survey instrument; besides conducting interviewing as the source of primary data other reliable resources would serve as secondary. The data will interpret by using the SPSS program and the result of the reliability testing that has been done for this research is 0.871, it included in the rank of 0.8 - 0.9 meaning that the data obtained from this research is considered as very good.