



PRODUCT QUALITY: A STUDY ON IMPROVING THE QUALITY
OF AGROMAS PRODUCT OFFERED BY FEDERAL
AGRICULTURAL MARKETING AUTHORITY, MELAKA

NOREHAN BTE MD. ALI
2002315637

BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING
UNIVERSITI TEKNOLOGI MARA
ALOR GAJAH, MELAKA

NOVEMBER 2005

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
MALACCA

I, Norehan Bte Md. Ali, I/C Number, 810422-04-5116, hereby, declare:

- 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 degree.
- 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: 

Date: 5/12/09

LETTER OF TRANSMITTAL

Norehan Bte Md. Ali
Bachelor of Business Administration (Hons.) Marketing
Faculty of Business Management
MARA University of Technology
78000 Alor Gajah
Malacca

28th November 2005

Mr. Norazman B. Harun
Faculty of Business Management
MARA University of Technology
78000 Alor Gajah
Malacca

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

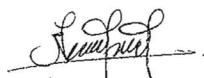
The above matter is referred.

Enclosed herewith is my final project paper titled **“Product Quality: A Study On Improving The Quality Of Agromas Product Offered By Federal Agricultural Marketing Authority, Melaka”** for your kind perusal.

I hope this project paper will fulfill the requirement of the Faculty of Business Management, MARA University of Technology.

Thank you.

Yours sincerely,



NOREHAN BTE MD. ALI
(2002315637)
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

EXECUTIVE SUMMARY

This study of "Product Quality: A Study On Improving The Quality Of Agromas Product Offered By Federal Agricultural Marketing Authority, Melaka In Melaka Tengah" was been done at Lot 73, Jln. Usaha 12, Kaw. Perindustrian, 75450 Ayer Keroh, Melaka. This company was established on 30 September 1965, under the Parliament Act 49, 1965 and Parliament Act 141, 1974. As a Government marketing agency, the company functions are to keep close watch, to coordinate and to improve along with expanding the marketing of agricultural goods.

The study's objectives are to determine the level of product quality of Agromas offered and at the same time try to identify the factors contributing to the Agromas product quality offered. In studying the problems, which related to this study, certain important issues being identified. Some of the customers get high satisfaction and some of them are not satisfied with the factors of product offered. Actually, whatever they get or wants fro the product, it will affect the company and product quality at last.

For the background of this study, it aims to get better knowledge about the product quality factors, then to look on how all these factors can contribute to the product quality offered. There are eight factors, which are being used to measure the product quality of the company. They are Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics and Perceived Quality. This study also will look on the product quality factors and product quality offered. Basically, product quality factors and product quality offered are two different things. However in this study, both of them are interrelated and give an effect to each other. This study will try to measure both of these factors to get the result to determine the level of product quality in Federal Agricultural Marketing Authority, Melaka branch.

In theoretical framework, eight independent variables were been used. They are Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics and Perceived Quality. As I stated earlier, they are the most common factors being used by the researcher in determining the level of product quality. Other than eight variables, one dependent variable will also be used. The Product Quality Offered is the core factors to study in this research.

The study was being involved by the customer from each retail outlets as the respondents for survey. It covers different status and demographics of the customer including different gender, age, race, marital status, education level and monthly basis income. This research was conducted in June 2005 until November 2005. for the significance of this study, it will benefit four parties included the researcher itself, the organization, the respondents and also as the references the interested parties or future researcher. Since this study aims to get result of the product quality level of the organization, the result of this research then will be handed to the organization as their guidelines towards product quality improvement and also to the campus for an academic requirement.

The second chapter of this study will describe on the literature review, which bring about the opinions and ideas from the past researchers. These opinions and ideas are related to the topic under study. It cover on eight subtopics which all them are the Definition and Introductory, Individual Product Decision, Definition Quality, Definition of Product Quality, Dimension of Product Quality, Defining Customer Satisfaction and Key Driver of Customer Satisfaction.

The third chapter of this study is regarding on the research methodology, which had been used in this study. Then in this study, the census has been chosen