



**MEASURING CUSTOMER SATISFACTION
TOWARDS HAI MAGAZINE AMONGST STUDENTS
AT KPTM BANGI**

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Dear miss,

SUBMISSION OF INTERSHIP THESIS

With regard to the above matter, i hereby forward to you my internship thesis as part of the course measurement for your kind attention entitled.

“Measuring Customer Satisfaction Towards HAI Magazine Amongst Students At KPTM Bangi”

I finally hope that this project paper will full fill the requirement as needed by the faculty of Business and Management MARA University of Technology, and would very much appreciate for your acceptance of this project

Your faithfully,

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ABSTRACT

HAI, the acronym for Hiburan, Aksi & Informasi (entertainment, action, information), gives her reader's entertainment news on the go. Utusan Karya Sdn Bhd and this magazine published HAI magazine on 3 August 1996. Nowadays, there are many competitors in the Malaysian magazine industry. Readers are given choices to choose their reading material for the magazine. Every month sale and circulation of HAI magazine become down. Many customers try to move to the other magazine. It can be prove based on research by Audit Bureau of Circulation, it state only 15,000 per month average circulation doing by HAI magazine in 2008-2009 Nowadays, business environment become dynamic and competitive, companies have put increased importance on measuring and also improving customer satisfaction. Following the scenario above, it is an alternative for researcher to study that focus on customer satisfaction on HAI magazine amongst students at KPTM Bangi. In this study, the population is students at KPTM Bangi and researcher distribute 317 questionnaires to respondents. From this study, researcher found that the most factors that influence customer satisfaction towards HAI magazine is front page and respondents are neither satisfied nor dissatisfied with HAI magazine. The researcher hopes that this research will provide some ideas, knowledge and awareness towards HAI magazine.