

**CUSTOMER SATISFACTION & PERCEPTION
TOWARDS SERVICE QUALITY:
A CASE STUDY OF COGNIS OLEOCHEMICALS
IN MALAYSIA**

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

“DECLARATION OF ORIGINAL WORK “

I, Mohd Hashimi Bin Muhamad Hassim, I/C No: 830614-08-6367

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: Mohd Hashimi Bin Muhamad Hassim

Date: 28/4/2006

LETTER OF SUBMISSION

5th May 2006

The Head of Program
Faculty of Business Management
Universiti Teknologi MARA
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Alor Gajah, Melaka

Dear Sir,

RE: SUBMISSION OF PROJECT PAPER (MKT 660)

Attached here is the project paper on title "CUSTOMER SATISFACTION AND PERCEPTION TOWARDS SERVICE QUALITY: A CASE STUDY OF COGNIS OLEOCHEMICALS IN MALAYSIA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Mohd Hashimi Bin Muhamad Hassim

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Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	viii
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xi
ABSTRACT	xii
CHAPTERS	
1. INTRODUCTION	
1.1 Background of the Company	1
1.2 Background of the Study	9
1.3 Scope of the Study	10
1.4 Problem Statement	11
1.5 Research Questions and Objectives	12
1.6 Significance of Study	13
1.7 Limitation of Study	14
1.8 Definition of Terms	15
1.9 Theoretical Framework	16
2. LITERATURE REVIEW	
2.1 Industry Customers and Products	19
2.1.1 Commercial Enterprise.	19
2.1.2 Government Agencies.	19
2.1.3 Institution.	20
2.2 Customer Satisfaction	21
2.3 Level of Satisfaction	23
2.3.1 Product Quality	23
2.3.2 Packaging	24

ABSTRACT

This study is designed to study the customer satisfaction and their perception towards service quality offered by Cognis Oleochemicals in Malaysia. It focused on the level of satisfaction perceived by the customers in terms of product quality, packaging, handling, documents, delivery, and quantity. It is also to determine the customers' perception towards service quality and also the elements of service quality that can influence customer satisfaction.

In order to achieve high standard of excellences and also customer satisfaction, it is important for Cognis Malaysia to built long-term relationship with their customer to make them loyal with the company. Cognis also need to create a competitive price for the products that is reliable with the products or service to make the customer accept the price charges and also as one way to compete with other oleochemicals company in Malaysia. The company also must ensure that they can maintain the service quality and trying to improve the services so that the customers make good perception and making them fell that it's easy and fun in doing businesses with Cognis.

The finding of this study will hopefully provide further insight in identifying and understand the consumer that are manufacturing companies in Malaysia. Such information will definitely assist Cognis Malaysia in further providing and maintaining service quality as to gives positive perceptions by the customers.