

CUSTOMER SATISFACTION TOWARD SAHABAT  
EON PROGRAM

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

FALCULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA

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## **DECLARATION OF ORIGINAL WORK**



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

### **“DECLARATION OF ORIGINAL WORK”**

I, Mohd Redza Nizam bin Radzuan, (I/C Number: 851025-14-5851)

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 degree.
- This project paper is the result of my independent work 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: \_\_\_\_\_

## LETTER OF SUBMISSION

April 2008

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
UiTM Kampus Bandaraya Melaka  
Off Jalan Hang Tuah  
75300 Melaka

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Enclosed herewith is the project paper titled “**Customer Satisfaction Toward SAHABAT EON Program**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Yours sincerely,



**(Mohd Redza Nizam bin Radzuan)**

2006819442

Bachelor of Business Administration (HONS) Marketing

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## ABSTRACT

The purpose of this research is to study the customer's satisfaction towards SAHABAT EON PROGRAM (SEP) provided by Edaran Otomobil Nasional Berhad (EON) in Glenmarie, Shah Alam Selangor and the relationship between customer service, service quality, and image with the customer satisfaction. Moreover, this study will identify the problem causes in SEP and examine the relationship of the variables items that will influence the satisfaction with the service provided in order to enhance and gain more satisfaction among the customers.

The findings showed that most of the customers were satisfied with EON's image provided to them and also the customer service. However, the service qualities provided by SEP have weak relationship with the customer's satisfaction. The researcher is also able to give some recommendations and suggestions on how to improve and increase customer's satisfaction after the analysis and interpretation data.

In this study, we used interviews and questionnaire techniques for data collection. Based on frequency table including means, mode and standard deviations, a clear findings and result is observed.