



**CONSUMER PERCEPTION ON MPH BOOKSTORES PUBLIKA SERVICE MARKETING  
TOWARDS ACHIEVING CUSTOMER SATISFACTION**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT  
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CAWANGAN MELAKA KAMPUS BANDARAYA**

**JANUARY 2019**

**DECLARATION OF ORIGINAL WORK**



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“DECLARATION OF ORIGINAL WORK”**

**I, NURUL SOLEHA BINTI HASHIM, 951207145498**

Hereby, declare that:

1. This work has not previously been accepted in substances for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
2. This project-paper is the result of my independent work and investigation, except where otherwise stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

## LETTER OF TRANSMITTAL

The Head of Program  
Bachelor of Business Administration (Hons) in Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
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75300 Melaka

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Consumer perception on service marketing of bookstores towards achieving customer satisfaction” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. Thank you.

Yours sincerely,

NURUL SOLEHA BINTI HASHIM

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## **ABSTRACT**

Because of the trouble, most bookstores were facing, the researcher proposed a factor that contributes to the success of customer satisfaction. With this, the study aimed to look into the relationship of that factor that leads to customer satisfaction. After which, it looked into the relationship of this variable towards the service marketing. It found four variable towards particularly ambient condition, staff attitude, service quality and product availability at MPH Bookstores. The researcher was able to gather 230 respondents from the customers who had experience in buying books at MPH Bookstores Publika. Respondents of the study will be selected using convenience sampling. After data collection, Statistical Package for the Social Sciences (SPSS) will be employed for data analysis. The data find shows all the variable are positively correlated with customer satisfaction. Overall, the result of the study is important for marketers to identify the important factors that influence customer satisfaction with service marketing at Bookstores.

Keywords: Customer satisfaction, Ambient condition, Staff attitude, Service quality and product availability