



**CUSTOMER SATISFACTION TOWARDS SSM COUNTER
PHYSICAL FACILITIES AND FRONT LINER ATTITUDES**

**HAZLINA BINTI HAMZAH
2007136103**

**Submitted in Partial Fulfilment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, MALACCA**

2010



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

“ DECLARATION OF ORIGINAL WORK”

I,HAZLINA BINTI HAMZAH , (I/C Number : 760804-04-5020)

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 acknowledge.

Signature :

Date:.....

LETTER OF SUBMISSION

Oct 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
75450 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “ CUSTOMER SATISFACTION TOWARDS SSM COUNTER PHYSICAL FACILITIES AND FRONT LINER ATTITUDES” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

HAZLINA BINTI HAMZAH
2007136103
Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENT	PAGE
Acknowledgement	iv
List of Tables	viii
List of Figures	ix
ABSTRACT	x
 CHAPTER 1: INTRODUCTION	
1.1 Background of the Company	1
1.1.1 Company Profile	1
1.1.2 Company Vision	2
1.1.3 Company Mission	2
1.1.4 Strategic Objective	3
1.1.5 Core Business	3
 1.2 Problems and Challenges	4
1.3 Significance of Study	5
1.4 Research Questions	6
1.5 Research Objectives	6
1.6 Theoretical Framework	7
Figure 1.1	8
1.7 Scope of Study	9
1.8 Definition of Terms	10
1.9 Limitations	11

1.1 BACKGROUND OF COMPANY

1.1.1 COMPANY PROFILE

The Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia) or SSM is a statutory body which regulates companies and businesses. SSM, which came into operation on 16 April 2002, is a statutory body formed as a result of a merger between the Register of Companies (ROC) and the Register of Business (ROB) in Malaysia.

The main activity of SSM is to serve as an agency to incorporate companies and register businesses as well as to provide company and business information to the public. As the leading authority for the improvement of corporate governance, SSM fulfils its function to ensure compliance with business registration and corporate legislation through comprehensive enforcement and monitoring activities to sustain positive developments in the corporate and business sectors of the Nation.

SSM is responsible for the administration and enforcement of the following legislation :

- Companies Act 1965 (Act 125)
- Registration of Business Act 1956 (Act 197)
- Trust Companies Act 1949
- Kootu Funds (Prohibition) Act 1971