



**“A STUDY ON CUSTOMERS SATISFACTION TOWARD SERVICES PROVIDED BY
PERTUBUHAN PELADANG KAWASAN KUANTAN UTARA (PPKKU)”**

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30TH April 2009

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
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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.

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Date: 30th April 2009

LETTER OF SUBMISSION

Date of Submission: 30th April 2009

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled ***“A STUDY ON CUSTOMERS SATISFACTION TOWARD SERVICES PROVIDED BY PERTUBUHAN PELADANG KAWASAN KUANTAN UTARA (PPKKU)”*** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

Muhammad Mahfuz Bin Malek

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Bachelor of Business Administration (Hons)

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Abstract

This paper investigates the customer satisfaction level toward products and services offered by PPKKU and also to determine relationship between level of customer satisfaction and factor that might influence it. The investigations are using a questionnaire to gain data. The questionnaire being use is a list of research or survey questions asked to respondents, and designed to extract to specific information to the customers of Pertubuhan Peladang Kawasan Kuantan Utara (PPKKU). Previously, there has been no empirical research on this research about the customers satisfaction in PPKKU. Hence, this research is the first of its kind. A simple regression analysis was conducted to test the relationship between the dependent variables and independent variables. The findings show that all the variables has a positive significant impact on customer satisfaction. In conclusion, these findings suggest that PPKKU should make improvement in their product, price, place, and promotion for the purpose to make customers feel more satisfied and this can give positive impact to PPKKU for example in terms of profit or other positive things in future.

Key Words: Customers Satisfaction, Marketing Mix, Customer Service, Organization

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