



IPPJ SDN BHD

“CUSTOMER’S SATISFACTION TOWARDS USABILITY OF WEBSITE”

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JANUARY 2012



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“DECLARATION OF ORIGINAL WORK”

I, Munirah Binti Rahman, (I/C Number: 880304-06-5398)

Hereby, declare that:

- 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.
- This project paper is 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: _____

Date: _____

LETTER OF SUBMISSION

JANUARY 2012

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

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMER'S SATISFACTION TOWARDS USABILITY OF WEBSITE" to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....

(MUNIRAH BINTI RAHMAN)

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ABSTRACT

With the fast development and increasing use of the World Wide Web as both an information seeking and an electronic commerce tool, web usability studies grow in importance. Changing technological advancements and capabilities simultaneously also challenges and frustrates website designers. They face increasingly difficult decisions to choose between an array of features that can make their sites more stimulating, visually pleasing, comprehensive, and commercially viable. Numerous web design checklists have been developed that focus on features that may influence users' satisfaction with the website. This research study plans to systematically investigate features that affect customers' satisfaction through usability of website.

The questionnaire was design for the selected respondents where they were asked varieties of questions regarding features of website usability that satisfy customer. The process of analyzing and interpreting data has been presented with tables using methods such as frequency distribution and correlation.

TABLE OF CONTENTS

Contents	Page
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
 CHAPTER ONE : INTRODUCTION	
1.0 Introduction	2
1.1 Background of Company	2
1.1.1 Background of IPPJ Sdn Bhd	2
1.1.2 Vision	3
1.1.3 Mission	3
1.2 Background of Study	3
1.3 Problem Statement	4
1.4 Research Question	5
1.5 Research Objective	5
1.6 Scope of Study	6
1.7 Significance Of Study	6