



اُنِيْوَرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**A STUDY ON FACTORS THAT INFLUENCE CUSTOMER
SATISFACTION TOWARDS SERVICE AT AC NIELSEN
COMPANY KUANTAN BRANCH**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)**

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DECLARATION OF ORIGINAL WORK



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**FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”**

I, NURHIDAYAH MOHAMED RODWAN, (I/C Number:)

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 specifically acknowledged.

Signature:

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TABLE OF CONTENTS

CONTENTS	PAGES
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	v
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF ABBREVIATIONS	xii
ABSTRACT	xiii
CHAPTER 1 INTRODUCTION	
1.0 OVERVIEW	1
1.1 BACKGROUND OF THE STUDY	1
1.2 COMPANY BACKGROUND	1
1.3 PROBLEM STATEMENT	5
1.4 OBJECTIVE OF THE STUDY	6
1.5 RESEARCH QUESTION	6
1.6 HYPOTHESIS	6
1.7 SCOPE OF STUDY	9
1.8 SIGNIFICANCE OF STUDY	9
1.8.1 Significance to the researcher	9
1.8.2 Significance to the company	10
1.8.3 Significance to the customer	10

ABSTRACT

The study was conducted at Kuantan, the AC Nielsen Company (M) Kuantan branch. This research was targeted on customer of the AC Nielsen Company (M) Kuantan branch. The problem statement of this study is to identify the factors that influence customer satisfaction towards service at AC Nielsen Company Kuantan branch. The objectives of this study are to identify the factors that influence customer satisfaction at the AC Nielsen Company and to determine the relationship between management, relationship with the customer, quality of service and timeliness with the customer satisfaction at the AC Nielsen Company. The theoretical framework for this study consists of dependent variable and independent variable. Dependent variable for this research is customer satisfaction towards service and independent variables are the factors that influence customer satisfaction. Researcher had identified four independent variables such as management, relationship with the customer, quality of the service and timeliness that influence customer satisfaction. The numbers of population at the AC Nielsen Company Kuantan branch are 500 customers with 5 different departments. Data were collected through questionnaire that consist 7 sections and by interview with the customer of AC Nielsen. For this research, the sample size was 70 respondents. A convenience sampling technique was used as a procedure to determine the sample for this study and the result was analyzed by using SPSS. Based on the findings, the results shows that three hypotheses were accepted and the one hypothesis were rejected. The researcher comes out with general recommendation in order to provide the alternative in increasing customer satisfaction towards service.

CHAPTER 1 INTRODUCTION

1.0 OVERVIEW

In this chapter will discuss about introduction of the research and background of the company

1.1 BACKGROUND OF THE STUDY

The backgrounds of the study of my research are in AC NIELSEN (M) Company, Kuantan branch. My research will be conducted on the measuring the level of customer satisfaction towards service. According to this topic, I distributed the questionnaires to clients of AC NIELSEN (M) Company, Kuantan branch to get the respond about their satisfaction towards service given by this company to them.

1.2 COMPANY BACKGROUND

AC Nielsen Company is the world's leading marketing information company. Offering services in more than 100 countries, the company provides measurement and analysis of marketplace dynamics and consumer attitudes and behavior. The Nielsen Company have their corporate headquarters at 770 Broadway, New York, New York .Nielsen offers an integrated suite of market information gathered from a wide range of sources, advanced information management tools, sophisticated analytical systems and methodologies, and dedicated professional client service to help clients find the best paths to growth.

The Nielsen Goal

To help clients make the best possible marketing decisions to build revenue and profits.

Market Measurement

The major market-measurement services provide comprehensive coverage of: