



**“DETERMINANTS OF FOREIGN CUSTOMERS’
SATISFACTION TOWARDS ALAM HIDRO (M) SDN
BHD SERVICES”**

SYAZWANI BINTI ZAINUDIN

2008762533

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INTERNATIONAL BUSINESS FACULTY OF BUSINESS
MANAGEMENT UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

APRIL 2011

**DETERMINANTS OF FOREIGN CUSTOMERS' SATISFACTION
TOWARDS ALAM HIDRO (M) SDN BHD SERVICES**

SYAZWANI BINTI ZAINUDIN

**Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration (Hons) International
Business**

FACULTY OF BUSINESS MANAGEMENT

UITM, BANDAR MELAKA

2011

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, SYAZWANI BINTI ZAINUDIN, I/C NUMBER : 860504295296

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.

Signature : _____

Date : _____

LETTER OF SUBMISSION

28th APRIL 2011

The Head of Program

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi MARA

75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “DETERMINANTS OF FOREIGN CUSTOMERS’ SATISFACTION TOWARDS ALAM HIDRO (M) SDN BHD SERVICES” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely

SYAZWANI BINTI ZAINUDIN

2008762533

Bachelor of Business Administration (Hons) International Business

ABSTRACT

Alam Hidro (M) Sdn Bhd (AHSB) is a company which provides services to the customer either from foreign or domestic country. It provides services to the customer in terms of construction and installation, underwater engineering and inspection services and others.

This project paper is done to determine the level of foreign customer satisfaction towards AHSB services, to identify the drivers that influence foreign customer satisfaction towards AHSB services and to provide recommendation on how to deliver better services in order to increase foreign customer retention rate.

This study used descriptive data. Based on the result and findings majority of the respondents are agree with the quality of service, counter of customers' complaint, call centre and physical facilities contribute to the foreign customer satisfaction because the respondents are the foreign customer itself. However, the staff still needs a training and workshop to maintain their foreign customers' satisfaction.

Other than that, the result and findings for pricing of AHSB services show that most of the customers are disagree with the pricing of AHSB services because the customers' perceived that the price are not competitive. In order to solve the price problem, the company should offer competitive price and at the same time retain the quality of service and product offered, definitely the customers would be loyal to the company.