



**UNIVERSITI TEKNOLOGI MARA
KAMPUS PULAU PINANG**

**A STUDY OF CUSTOMERS SATISFACTION TOWARDS
AVON'S COSMETIC PRODUCT**

**ASMAWATI BINTI SAJARI
2006100049**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UITM PERMATANG PAUH**

APRIL 2011



DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSSINESS ADMINISTRATION
(HONS.) MARKETING**
FACULTY OF BUSINESS MANAGEMENT
UiTM PERMATANG PAUH PULAU PINANG

“DECLARATION OF ORIGINAL WORK”

ASMAWATI BINTI SAJARI

MATRIC NO : 2006100049

Hereby , declare that,

- This work is not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or ant other degrees.
- This 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 :

29/04/2011

ACKNOWLEDGEMENT

“IN THE NAME OF ALLAH, THE MOST GRACIOUS AND PEACE BE UPON HIS MESSENGER, THE HOLY PROPHET MUHAMMAD SAW”

First and foremost, Alhamdulillah, I am proud to myself that I am able to complete this report. I wish to acknowledge my thanks that I owe to all those who directly and indirectly contributing during complete this project paper. It has been the most cheerful experience which I had in doing this research.

I would like to thank my research advisor En. Abdul Razak Bin Hj, Shariff because was contributing and always being so kind, attention and effort for preparing this project paper. I am greatly in debated to him for helping me to overcome obstacles in the process of conducting this project paper as well as for his patience. He has instructed me in a very inspiring and motivating manner, good criticism and encouragement.

Finally, I wish to express my sincere gratitude to my beloved family and all my friends for their support, patience and encouragement in helping me to complete this project paper. I am really hope that my thesis job would be so beneficial to those who are interested in this topic.

Thank you.

ASMAWATI BINTI SAJARI

TABLE OF CONTENT

| CONTENTS | PAGE |
|---|-------------|
| DECLARATION OF ORIGINAL WORK | i |
| LETTER OF SUBMISSION | ii |
| ACKNOWLEDGEMENT | iii |
| TABLE OF CONTENT | iv |
| LIST OF TABLE | viii |
| LIST OF FIGURE | ix |
| ABSTRACT | x |
| | |
| CHAPTER 1 : INTRODUCTION | |
| | |
| 1.0 Introduction | 1 |
| 1.1 Background of the Study | 3 |
| 1.2 Problem Statement | 4 |
| 1.3 Research Objectives | 6 |
| 1.4 Research Questions | 7 |
| 1.5 Significant Of The Study | 8 |
| 1.6 Definition Of Key Term | 9 |
| 1.7 Limitation Of The Study | 13 |
| 1.8 Summary and Organization of the Study | 14 |

ABSTRACT

Customer satisfaction means the degree of overall pleasure felt by the customers, resulting from the ability of the product or services to fulfill the customer's desires expectations. The objective of this study is to investigate factors that influence the customer satisfaction towards Avon cosmetics products. The factors are the independent variables such price, product quality and service quality.

The primary data analyze in this study gathered from questionnaires distributed to the Avon customers at three Avon outlets in Seberang Perai Tengah. By using the convenience sampling method, there are 120 respondents who answered the questionnaires. The data were analyzed by using Statistical Package for Social Science (SPSS) to get the accurate statistical results. The result of this study shows that the independent variables have relationship with dependent variable. The finding of this research shows that there is a relationship between those variables. As a whole, the two independent variables were found to be significantly related to customer satisfaction.