

**A STUDY ON CUSTOMER SATISFACTION
AT SHELL PETROL STATIONS**

PREPARED FOR:

PUAN FATIMAH SETAPA

PREPARED BY:

NOR HILMI JAID

96736601

BACHELOR IN BUSINESS ADMINISTRATION (Hons)

(RETAIL MANAGEMENT)

SCHOOL OF BUSINESS AND MANAGEMENT

MARA INSTITUTE OF TECHNOLOGY

SHAH ALAM

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EXECUTIVE SUMMARY

Retailing in Malaysia has been growing tremendously over last few years. The competitions among retailers are getting more fierce. This is the time for careful operations and retailers will find it more important than ever to develop new and clear directions to maintain their market share. Competitive pricing, store appearance, merchandises assortment and excellent customer services are just some areas retailers have to seriously consider. Nowadays, retailers need to stay close to he customers to understand their needs and wants.

As the research was entitled "Customer Satisfaction at Shell Petrol Stations", therefore the study will emphasize more on the customers points of view and perceptions based on their experiences at Shell stations.

During the study one set of questionnaires has been distributed to the customers that petronized Shell petrol stations. The questionnaires have been distributed to 100 respondents. The data obtained from the respondents has been analyzed through Stastical Program for Science Social (SPSS/PC). Cross tabulation method has been use in analyzing the data. Chi-square (χ^2) and degree of freedom (df) used in interpreting the data and hypothesis testing. The result of the research showed that customer service, location and well merchandised shot are important for customer satisfaction.

TABLE OF CONTENTS

	Page
LETTER OF TRANSMITTAL	I
ACKNOWLEDGEMENT	II
EXECUTIVE SUMMARY	III
TABLE OF CONTENTS	IV
LIST OF TABLES	V
LIST OF FIGURES	VI
LIST OF ABBREVIATION	VII
CHAPTER ONE (INTRODUCTION)	
1.1 Introduction	1
1.2 Objectives of study	2
1.3 Problem statement	4
1.4 Scope of study	5
1.5 Significance of study	6
1.6 Limitations	7
1.7 Hypothesis	8

CHAPTER TWO (LITERATURE REVIEW)

2.1 Present situation and the approach	9
2.2 Rival companies	14
2.3 Customer satisfaction	15
2.4 Customer expectation	17
2.5 Customer satisfaction affect profitability	18
2.6 Customer service	21
2.7 Customer perception	23

CHAPTER THREE (METHODOLOGY AND DESIGN)

3.1 Data collection	24
3.2 Sampling technique and size	26
3.3 Procedure for data analysis	27
3.4 Measuring customer satisfaction	30

CHAPTER FOUR (COMPANY BACKGROUND)

4.1 Shell Group	31
4.2 Vision and values	35