

UNIVERSITI TEKNOLOGI MARA

**CUSTOMER SATISFACTION WITH
KEDAI RAKYAT SATU MALAYSIA**

**LISA ANAK LAGA
JENNY LUCAS**

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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

1. Name of Student : Lisa anak Laga
Student I.D.No. : 2014883736
Signature of Student : 

2. Name of Student : Jenny Lucas
Student I.D.No. : 2014693966
Signature of Student : 

Programme : Master of Business Administration
Faculty : Arshad Ayub Graduate Business School
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ABSTRACT

The purpose of this research project is to examine the factors of marketing mix and service quality that influenced customer satisfaction towards Kedai Rakyat Satu Malaysia (KR1M). This research included several divisions in Sarawak that has KR1M branch such as Kuching, Serian, Sri Aman, Engkelili, Sibul, Tatau, Bintulu dan Miri. To achieve the objectives of this research project, research questions and hypotheses are developed and tested. Primary data were collected through survey questionnaire for this research purposes and 350 sets of questionnaire form were distributed but only 325 were collected and returned. Furthermore, the hypotheses are measured accordingly and the results obtained will be explained later. In this research we are using Statistical Package for Social Science (SPSS) version 21.0. Data collected through instrument of questionnaires are able to be analyzed and results obtained are discussed. Beside that, the findings of this research project were discussed in order to understand the relationship between marketing mix and service with customer satisfaction. Hence, we acknowledge that both factors are important in influencing customer satisfaction towards KR1M. In addition, the demographic does not give much different toward customer satisfaction. Lastly, managerial implications have been discussed to provide insight and useful information to the management of KR1M. On the other hand, recommendations will be developed to assist future researchers.

CHAPTER ONE

INTRODUCTION

This chapter presents the overview of the whole research project. The purpose of this research is to understand the marketing mix and service quality with customer satisfaction for Kedai Rakyat Satu Malaysia (KR1M). It consists of eight main components of this research which include the background of study and company, problem statement, research objective and research questions, significance of study, definition of terms and limitations of study.

1.1 BACKGROUND OF STUDY

This study is to give a clearer view of how the mix marketing and service quality plays very important role in being influential to customer satisfaction. Customer is a person or organization that buys goods or services from a store or business. Customers judge what they buy and they are always right. Higher income more concern about quality, where else lower income worried with the price (Zielke, 2009). Satisfaction as common perception about the quality and services designed to meet consumer's requirements. Therefore, consumer satisfaction is a measure of how the product and services come together with consumer expectation. Customer satisfaction also as a key factor determining the long-term success and survival in today's competitive business environment.

Meanwhile, in service quality aspect, it is give an impact on the development of the customer loyalty. Tangible and intangible constituents of service quality were important in evaluating either customer view of an organization or customer trust in an organization (Doney and Cannon, 1997).