



THE CUSTOMER SATISFACTION ON DRINKING WATER

LILIANA JESSY ANAK JUBIN

2013612428

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KOTA SAMARAHAN

SARAWAK.

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LETTER OF SUBMISSION

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The head of Programme,

Bachelor of Business Administration (HONS) Marketing

Faculty of Business Management,

Universiti Teknologi Mara

Kampus Kota Samarahan, Sarawak.

Dear sir,

SUBMISSION OF A PROJECT PAPER (MKT669)

Attached is the project titled "The Customer Satisfaction on Drinking Water" to fulfil the requirement as needed by Faculty of Business Management, Universiti Teknologi Mara.

Thank you

Yours sincerely



LILIANA JESSY ANAK JUBIN

2013612428

Bachelor of Business Administration (HONS) Marketing

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Abstract

The objective of this research is to determine the relationship between the five factors customer satisfaction on drinking water. The five factors customer satisfaction is actually can influence the customer behavioural intention. Customer satisfaction is the way of consumer get intention on the product. The customer intention is determined during customer's satisfaction reviews, with the customer taking to analyze the customer satisfaction factors such as the service, product, pricing, promotion and placement.

There were 200 numbers of respondents were involved in this study. There was 5 bipolar Likert Scale was used to categorized and measure the respondent's degree of views. In this study, statistics involve were those of frequency distribution, percentage, mean score and cross tabulation.

Among the five elements, placement dimension scored the highest, meaning that these element able to satisfied customer more than other element with score of 3.99. The lowest which are promotion element with mean score 3.01.

As conclusion, the measurement of the overall mean value is determined based on the scale used in questionnaire. So, as the overall mean value is 3.01 to 3.99 which is in level 3 and 4 in the scale, meaning to say that drinking water as overall is still not achieving customer satisfaction.

Chapter One

Introduction

1.0 Introduction

This proposed research project was chosen result from observed and studies the background in bottling drinking water production. This research would like to carry out a customer satisfaction survey of their services and goods. The research also would like to identify the overall customer satisfaction. Besides that, the research also would like to identify the unmet needs and plan for future improvement initiatives.

1.1 Background of study

In this study, water is important to human life. Water is resources where that cover by almost 3 quarters of the planet. In history, water sources have been the centres of life, provide habitat for animals and plants. However, the amount of consumption of daily life is less. Today's, the world of globalization and industrialization, the water pollution is a very dangerous aspect affecting the mankind. Therefore, this research focus on the bottle drinking water, there many institution came with an innovation called Reverse Osmosis. Drinking water usage is high in demand in big cities and even in small cities. Apart from this, to conduct a research on customer satisfaction on bottled drinking water, as frequent assessment is a much needed thing for more innovation and invention.

The study was referring to the bottle drinking water company in Sibu, Sarawak which is Diyang Marketing Trading Company. Diyang Marketing Trading Company was established in 2008 under EdicoSdnBhd as a trading, marketing and transportation for foodstuff. In the year 2009, they have changed the company name to Diyang Marketing Trading SdnBhd and established their own Reverse Osmosis (RO) drinking