



**A STUDY ON CUSTOMER SATISFACTION OF SELECTED COMPANIES
ON EQUIPMENT LEASING SERVICE AT DUNGUN TERENGGANU**

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CHAPTER ONE: INTRODUCTION

1.0 INTRODUCTION

Leasing Company of Terengganu and background of the study which will initiate the general idea for study. This chapter also discusses about the problem statement faced by Leasing company and then followed by objectives of study, significant of study and limitation the study faced the researcher. Equipment leasing dates back to the beginning of record history. However the introduction of a third part to the transaction is recent development. A net lease is a transaction in which financial source acquires the ownership of the property from the manufacturer and lease it to the leases, passing on all responsibilities for maintenance, insurance, taxes, and other expenses normally associated with ownership. This owner is accomplished through a contract, a concept that was previously unheard of in the leasing business.)

1.1 BACKGROUND OF STUDY

This research is focusing on the customer's satisfaction of equipment leasing service of a company. In simple terms, equipment and other specialized asset in leasing involves rentals being paid for the use of the asset concerned by the use. This type of leasing has its origin in the supply of equipment on short-term or hire. This practice is continued today leasing company and firm hire out specialist tools and equipment. Equipment leasing dates back the beginning of recorded history.

ABSTRACT

This study is to investigate the customer satisfaction of selected companies on equipment leasing service at Dungun, Terengganu. The first objective of this study is to study the factors that will influence the customer satisfaction to the equipment leasing service. The second objective is to determine the relationship between independent and dependent variables which are customer service, product quality, security and trust and to determine the most influence dimension toward the customer satisfaction. Descriptive research has been chosen as a research design and the method for data collection for this study is questionnaire. 87 questionnaires have been personally distributed to the selected company that used the equipment leasing services. The distribution process was taken all the operation hours which is from 8.00 a.m until 5.00p.m and from 21st October until 1st November 2012. The analysis of findings in this study consists of frequencies of demographic profile, Reliability analysis, Pearson correlation and Multiple Linear Regression. Lastly is the conclusion and recommendation, researcher will determine which dimension that most contribute to the customer satisfaction and the relationship between customer satisfaction with customer service, product quality and security and trust. The researcher will make the recommendations in this study based on the conclusion and observations.

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