



**“A STUDY ON CUSTOMER’S SATISFACTION OF SERVICES
TOWARDS PELABURAN MARA BERHAD (PMB)”**

MUKHIDAH BINTI FAESOL

2012605222

BACHELOR OF BUSINESS ADMINISTRATION WITH (HONOURS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA KINABALU, SABAH

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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

This study, researcher is aim to study Customers Satisfactions of Services Towards Pelaburan Mara Berhad (PMB) in Kota Kinabalu, Sabah. Investigate the attribute of service quality that will contribute to reach the customers satisfaction. It involves the independent variable that consists of Quality service (unit trust), Customer Services and Location.

A total of 120 respondents of existing customers Pelaburan Mara Berhad (PMB) have been selected. The researcher distributed questionnaire to the attendee which they filled out and also gave their views, opinions and recommendations on how to improve the service quality of Pelaburan Mara Berhad (PMB).

The researcher finding suggest that among the three independent variable, there are location is one of the factors that affected the customer's satisfaction. This factor should be improved in order to have a better quality services in Pelaburan Mara Berhad (PMB).