



**LEVEL OF CUSTOMER SATISFACTION TOWARDS
PRODUCT OFFERED BY IDEA PRINTWORKS**

**SYAFIQAH SYUHADA BINTI SIABU
2015180307**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JUNE 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH (HONOURS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Syafiqah Syuhada Binti Siabu, (I/C Number: 940114016052)

Hereby, declare that:

- ✓ 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 degrees.
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 27/06/2018

LETTER OF TRANSMITTAL

28th June 2018

Mardziyana Mohamad Malom,
Ketua Pusat Pengajian (Ijazah),
Fakulti Pengurusan Perniagaan,
Universiti Teknologi MARA,
85009 Segamat,
JOHOR DARUL TAKZIM.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title “Level of customer satisfaction towards product offered by Idea Printworks” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,



Syafiqah Syuhada Binti Siabu

2015180307

Bachelor of Business Administration (Hons) Marketing

CONTENTS

TITLE PAGE	i
LETTER OF DECLARATION	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
CONTENTS.....	v
LIST OF TABLES.....	ix
LIST OF FIGURES	x
ABSTRACT.....	xi
CHAPTER 1	1
INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY.....	2
1.2 BACKGROUND OF COMPANY	4
1.3 RESEARCH PROBLEM.....	5
1.4 RESEARCH QUESTION.....	9
1.5 RESEARCH OBJECTIVE	9
1.6 SIGNIFICANCE OF STUDY	10
1.7 SCOPE OF LIMITATION	11
1.8 TERMS AND DEFINITION.....	12
1.8.1 PRINTING INDUSTRY.....	12
1.8.2 CUSTOMER SATISFACTION	12
1.8.3 PRODUCT PRICE.....	12
1.8.4 PRODUCT QUALITY	12
1.8.5 STAFF SERVICE.....	12
1.9 SWOT ANALYSIS	13
1.9.1 SWOT ANALYSIS FOR IDEA PRINTWORKS	13
1.9.2 SWOT ANALYSIS FOR COMPETITOR (OMRY ADVERTISING).....	14
1.9.3 SWOT ANALYSIS FOR COMPETITOR (OYES ADVERTISING)	15

ABSTRACT

The study intended to determine the level of customer satisfaction towards product offered by Idea Printworks. A conceptual research adapted from journal of customer satisfaction by Crous (2009). A survey will be conduct for 100 customers in Idea Printworks. This research can give the latest information for the company of Idea Printworks to improve the products and services provided by them to the customers. Other than that, the theoretical contribution of this study is the extension of the level of customer satisfaction towards product offered by Idea Printworks.

Keywords: Customer satisfaction, Product price, Product quality and Staff service