



**FACTOR THAT AFFECTING CUSTOMER SATISFACTION ON
EVENT MANAGEMENT SERVICES IN VANTAGE FIVE SDN BHD**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

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I, Siti Norfatimah Binti Mohd Amin , I/C number (960903-03-5422)

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 other 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: 23/10/2020

LETTER OF TRANSMITTAL

28 June 2018

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factor That Affecting Customer Satisfaction On Event Management Services in Vantage Five Sdn Bhd " to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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ABSTRACT

Customer satisfaction is important to the company especially services company to gain retain customer and loyalty customer. The aim of study is to identify the factor that affecting customer satisfaction towards event management services among Vantage Five Sdn Bhd clients. Besides that, this study also to know the relationship between perceived quality, perceived value, customer expectation, corporate image and customer satisfaction. This study focus on perceived quality, perceived value, customer expectation and corporate image as a variable for the factor that affecting customer satisfaction towards event management services. This statistically analysis based on the information gathered through conduct a survey by distributing questionnaire to 100 clients that using Vantage Five Sdn Bhd services. Correlation analysis was used to see the significant relationship between independent variable and dependent variable. The findings shows that perceived quality and perceived value has significant relationship with customer satisfaction while customer expectation and corporate image has no significant relationship with customer satisfaction. For future research, researcher should enlarge the number of respondent so that a better result will come out when interpreting the data. From this research, company may know the factor that they most focus to gain high level customer satisfaction. Besides that, organization also can learn about the customer needs and wants to make sure customer satisfaction level was achieved so that customer will maintain loyalty to one brands. Lastly, this research was different with others because it's help company to make it as reference and focus on main factor that can affecting customer satisfaction so that they can gain customer retention and also increase their profitability.

Keyword: *perceived quality, perceived value , customer expectation, corporate image, customer satisfaction.*