

UNIVERSITI TEKNOLOGI MARA

**CUSTOMER SATISFACTION
TOWARDS COOPERATIVE
SERVICES:
A CASE STUDY AT KOPERASI
SISWA UITM SELANGOR BERHAD
(KOSISWA)**

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Academic Writing submitted in partial fulfilment of the
requirements for the degree of
Bachelor of Muamalat

Academy of Contemporary Islamic Studies

January 2019

AUTHOR'S DECLARATION

I declare that file work in this academic writing was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This academic writing has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been submitted with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The study discusses about 'Customer Satisfaction towards Cooperative Services: A Case Study at Koperasi Siswa UiTM Selangor Berhad (KOSISWA).' There are many issues and problems arise currently regarding to the services sector. This is because services sector becoming necessity now to the public in doing their daily activities. Without services sector such as mart, supermarket, hotel and other services, human difficult and limited in doing their business. This study focussed on the factors influencing customer satisfaction and the level of customer satisfaction towards KOSISWA services which are the objective of this study. This two objective seen very suitable because meet the criteria that needed. Next, the method that has been using in this study is quantitative research. There is literature review section in this study purposes to give some information to the reader about cooperative and customer satisfaction such as definition, legality and opinion of Islamic scholars about cooperative. Research report will be shows after the literature review and will be explain in findings and analysis chapter. Findings and analysis chapter are the main component in this study to explain about the objectives of the study. Lastly, discussion and recommendations will be made about the topic which has been discussed in the study.

ACKNOWLEDGMENT

Firstly, I wish thank to Allah S.W.T. for giving me the opportunity to embark on my degree and completing this long and challenging journey successfully. My gratitude and thanks go to my supervisor, Senior Lecturer Dr. Ahmad Sabri Osman and my examiner, Senior Lecturer Azizah Zakaria. Thank you for the support, patience and ideas in assisting me in this study (dissertation). Next, I would like to express my gratitude to the staff of Koperasi Siswa UiTM Selangor Berhad (KOSISWA), especially their advisor Mr. Adlan bin Ahmad Bakri for providing the facilities, knowledge and assistance.

My appreciation goes to the UiTM Selangor who provided facilities and assistance during the sampling process. Special thanks to my friends for helping me in this project and always on my side.

Finally, this dissertation is dedicated to my lovely mother and father for the vision and determination to educate me. They also always give me support not to give up and motivate me to complete this project. This piece of victory is dedicated to both of you my lovely parent. Alhamdulillah.

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