

**CUSTOMER SATISFACTION TOWARDS SERVICES  
PROVIDED BY ADVERTISING DEPARTMENT OF THE  
NEW STRAITS TIMES PRESS (M) BERHAD,  
KUALA TERENGGANU**

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**LETTER OF TRANSMITTAL**

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OCTOBER 3, 1998

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Dear Sir,

**RE: PROJECT PAPER ATTACHMENT**

Regarding the above matter, I hereby submit the thesis entitled "Customer Satisfaction Towards Services Provided by Advertising Department of The New Straits Times Press (M) Berhad", as a partial requirement in completing Bachelor of Business Administration (Hons) (Marketing) program at MARA Institute of Technology, Terengganu.

I hope that this thesis is sufficient in meeting the requirement of this subject, Marketing Internship (MKT 650).

Thank you.

Yours faithfully,



MARIZA ABDULLAH

## ACKNOWLEDGEMENT

*Assalamualaikum w.b.t.*

*By the name of Allah Al Mighty Generous and Al Mighty Merciful.*

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## EXECUTIVE SUMMARY

Businesses in Malaysia nowadays facing a very competitive market as customer-buying behavior are changing subsequently with the economic slowdown condition. This means that customer very particular on their expenditure, they will think twice or even thrice before spending their money. The situation influenced marketers to work harder to win them and delivering customer satisfaction better than others.

Customer satisfaction is very important as everybody can offer products or services but not satisfaction. This research will focus on customer satisfaction and relationship with effectiveness of ad and customer's perception of the effectiveness of ad published in NSTP newspaper publication. It also will show the measurement of their level of satisfaction towards services provided by Advertising Department of NSTP, Kuala Terengganu branch office, where it will help the company to identify customers' level of satisfaction in order to improve or at least maintaining it through recommendations prepared by the researcher.

The main objective of this research is to provide alternatives to the company in order to increase their sales performance. Other than benefit to the researcher to apply theories that have been learnt, this research also benefit to the company as a guide lines to plan their strategy in the future.

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