

**A STUDY OF CUSTOMER SATISFACTION LEVEL ON THE
SERVICES PROVIDED BY PDB – COMMERCIAL SALES
DEPARTMENT**

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LETTER OF TRANSMITTAL

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13 OCTOBER 2000

School Of Business and Management
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Attn: **Dr. Razali Shahul Hameed**

Dear Sir,

SUBMISSION OF RESEARCH REPORT

Enclosed here is a research report entitled 'A Study of Customer Satisfaction Level on The Services Provided By PDB – Commercial Sales Department'. The purpose of this research is to identify the customers' satisfaction towards the services performed by PDB staffs.

I hope this report will fulfill the requirement and standard of BBA course and also achieved the objective of the study.

Finally, with completing this report, I hope that it will benefit to all of us.

Thank you.

Yours Faithfully,



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Finally I hope that this research will be beneficial to all especially the management of PDB.

Thank You.

EXECUTIVE SUMMARY

This project paper is aimed at studying the customer's satisfaction on the services that are provided by the PDB's Commercial Sales department. It is important to study the customer's satisfaction especially on the customer service in order to improve the services to meet the customer's requirement.

This research was conducted within five months, starting from June until October 2000. In order to obtain the view, questionnaires were distributed to all industrial direct customers within Pahang area. The findings and hypothesis were analyzed by using SPSS program.

From this research, the researcher has noticed that it was not suitable to use "likert" questionnaire in this country because the respondents usually don't frankly answer the question. They tend to answer the question with moderate, neutral or fair.

Finally, from the findings the researcher can deduce that the PDB's industrial customer perceived that PDB's customer service are good but still there were some area that should be improve in order to increase the customer's satisfaction.

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