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A STUDY ON CUSTOMER'S
SATISFACTION OF MJSB

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LETTER OF TRANSMITTAL

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Re: Submission Of Intership Project Paper

Enclosed here with this letter is the Internship Project Paper entitle " A Study On Customer's Satisfaction Of MJSB ".

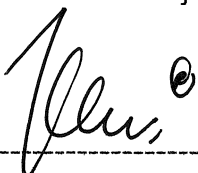
I do hope the topic chosen will meet the requirements and expectation of the faculty.

I thank you for all the guidance and support you have generously given for the completion of this project paper.

May you satisfied with the effort put in this project paper.

Thank You.

Yours sincerely



(MOHD. YAZIL ELHAM)

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ACKNOWLEDGMENT

Assalamualaikum W.B.T

By the name of Allah, Almighty Generous and Almighty Merciful

In order to complete this project paper, there are so many peoples involved in so many ways that I hesitate to list them fearing that it will miss some one. But first of all, I very much indebted to my advisor, Pn. Muhazita Alias for her valuable comments, guidance and suggestion and also not forgetting, my supervisor at MJSB, En. Mosir Ab. Hamid for his valuable assistance and suggestion and as well as to other lecturers.

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My greatest gratitude to my family and beloved fiancé - past, present and future for their full support and love to ensure the completion of this study.

May Allah bless all of us and get benefit from it

Thank You

ABSTRACT

This research try to determined the customer's satisfaction of the services priveded by MJJSB in order to upgrade the company's image and also to improve the services provided. This research try determine the price competitiveness, ability to response in time to the customers , lack of marketing effort and follow up, customers perception on MJJSB and delivery of the goods to the customers as the main factors that can affect the customer's satisfaction.

This research used Descriptive Research and Explotary Research because it need to gather as much information to make this research successful.

Preliminary data gather reveals that many customers are still not satisfied with the services provided by MJJSB. This research also used Convenience Sampling method where the sample is being based on the decision makers of all purchasing department involves or selected in this research. The questionnaires has been administered to obtain information of customers reactions and responses. The data collected will be analyzed to test the accuracy of the hypothesis. This research used primary and secondary research to interpret the result in light of the problem to address the major conclusion and recommendation..

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