

**A STUDY ON CUSTOMER'S SATISFACTION
OF SHOP LOT PROJECTS BY PKNP IN
KUANTAN AREA.**

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LETTER OF TRANSMITTAL

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Sir,

SUBMISSION OF MARKETING RESEARCH REPORT

I herewith would like to submit my marketing research project paper entitled " **A Study on Customer's Satisfaction of Shoplot Projects by PKNP in Kuantan Area.**"

Thank you.

Yours truly,



NOOR AFFEEDA RAMLI

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May Allah always bless us.

ABSTRACT

According **Peter Drunker** "There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous." The aim of marketing is to know and understand the customer so well that the product or service fits him and sell itself.

Since then the marketing has repeatedly come back to that idea of customer as the key to the market's success. Therefore marketers should understand the customer's behaviour and attitude in order to fulfill customer's need and want.

In the report, the researcher try to study the customer satisfaction regarding the shop lot projects by PKNP. The scope of the study is to examine and analyze whether the customer satisfaction characteristics such as pricing, location, methods of payment, process of application, infrastructure provided and complaints are the factors that influence the customer satisfaction level of the shop lot projects by PKNP in Kuantan area.

Here, the researcher also tries to find out whether insufficient of computer implementation in deals with their daily operation in handling customer inquiries and insufficient particular in the receipt of payment will contribute to the increase or decrease of total amount of arrears created by the PKNP shop lot's tenant.

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