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CONSUMER COMPLAINT BEHAVIOR: FACTORS THAT INFLUENCE CONSUMER IN BALING DISTRICT TO COMPLAINT

SHAHIRA BINTI HUSSAIN

2014447004

BACHELOR OF BUSINESS MANAGEMENT

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA PULAU PINANG

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DECLARATION OF ORIGINAL WORK

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UiTM PULAU PINANG

BACHELOR OF BUSINESS MANAGEMENT WITH HONOURS (MARKETING)

I, Shahira binti Hussain   **(I/C Number : 931124-XX-XXXX)**

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
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ACKNOWLEDGEMENTS

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ABSTRACT

The study aims to research consumer complaint behavior. The main purpose of this study is to identify factors that influence consumer in Baling district to complaint. The consumer that come to KPDNKK Baling's branch and consumer who lived at Baling district was choose to be the respondent of this research and about 120 respondent was answered the questionnaire given to them. After gathering the data that has been received from KPDNKK it shows that there are difference between the number of complaint that had been reported and the number of complaint that has been taken into the action by the enforcement. Thus this research want to identified the factor that influence them to complaint whether is it according their attitude towards complaint or their perceived value towards complaint. The researcher used convenience sampling in distributing method. In this study, quantitative method was used by the researcher using SPSS 20.0. Researcher used frequency, descriptive, reliability and Pearson correlation as tools used to analysis data to answer the research question and objective. The useful data and information in this research can also provide fellow researchers to explore customer complaint behavior in other industry.