



**CUSTOMERS' SATISFACTION TOWARDS TAMU KPD :
A CASE STUDY IN KOTA KINABALU**

**SUSANNA BINTI MUSTAMIN
2014422286**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU
SABAH**

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ABSTRACT

In this study, researcher is aim to investigate the customers' satisfaction towards Tamu KPD. This study will investigate the significant relationship between all the independent variables with the dependent variable (customers' satisfaction) towards Tamu KPD. A conceptual model including seven dimensions which are facility, product, price, environment, service, cleanliness and business time were represented for measuring customers' satisfaction. The research findings suggest that in all seven dimensions, have medium relationship with customers' satisfaction except for facility that shows strong relationship with customers' satisfaction. The study shows how KPD can attract more customers to come and shop at Tamu KPD by improving all the dimensions that have been measure in this study in order to increase the level of satisfaction of the customers who come and shopping at Tamu KPD.