



**Faculty of Administrative Science  
& Policy Studies  
Universiti Teknologi MARA**

**Bachelor of Administrative Science**

**[THE CUSTOMER SATISFACTION TOWARDS KEDAI  
RAKYAT 1MALAYSIA]**

**PREPARED BY:**

**MD.HASSANNAL MAHADZA B. HAMID  
[ 2014592223 ]**

**NURFARAHANIM BINTI MOHAMMAD FARIZ  
[ 2014196611 ]**

**[ DECEMBER 2016 ]**

## **Acknowledgement**

Praised to ALLAH the Almighty, with His will at last we manage to finish this research paper. We owe many thanks to the many people whom have helped and support us during the writing of this research paper. First of all, we would like to give our deepest gratitude to our beloved parents and to our supervisor, Madam Ani Juaini Binti Bahrin whom has guide us in doing this research paper by giving her ideas, attentions and care to make necessary correction and always there to help us when needed in order to produce quality research paper. This research paper could not have been prepared without the help and cooperation from our dearest Ms Dayang Saufidah whom our lecturer who taught us this Research subject. Not to forget our classmates who had shared their ideas, opinion, and cooperation throughout preparation to this research paper. Last but not least, we want to express our deep appreciation to anyone who has directly or indirectly involved in the making of this research paper.

# Table of contents

## Chapter 1: Introduction

1.1	Background of the Study.....	1-2
1.2	Problem Statement.....	3-5
1.3	Research Question.....	6
1.4	Research Objectives.....	6
1.5	Scope of the Proposed Study.....	6
1.6	Significance of the Proposed Study.....	7-8

## Chapter 2: Literature Review

2.0	Introduction.....	9
2.1	Literature Review.....	9
2.2	Independent Variable	
	2.2.1 Price Factor.....	10-12
	2.2.2 Quality Factor.....	12-14
	2.2.3 Advertisement Factor.....	14-16
	2.2.4 Location Factor.....	16-18
2.3	Dependent Variable	
	2.3.1 Customer satisfaction.....	18-21
2.4	Conceptual Framework.....	21-22

## Chapter 3: Research Method

3.0	Introduction.....	23
3.1	Research Design.....	23
3.2	Unit of Analysis.....	24
3.3	Sample Size.....	24
3.4	Sampling Technique.....	24-25
3.5	Measurement of The Study.....	25-27
3.6	Data Collection.....	28-29
3.7	Data Analysis.....	29

**Chapter 4: Data analysis and research finding**

4.0 Introduction.....30  
4.1 Descriptive analysis.....31-38  
4.2 Inferential analysis.....39-40

**Chapter 5: Discussion**

5.0 Introduction.....41  
5.1 Discussion.....41-44  
5.2 Limitation.....45-46  
5.3 Recommendation.....46-48  
5.4 Conclusion.....49

**References**

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

Our government Malaysia reaches the problem in the National Key Result Areas (NKRA) to lower down the load experiencing by Malaysian. The Ministry of Domestic Trade, Co-Operatives and Consumerism defined KR1M or Kedai Rakyat 1 Malaysia as an initiative to assist consumers with subsidized and lower prices of consumer goods. “The KR1M initiative has been expanded as a national movement in an effort to address the impact of rising prices and cost of living of the people in tandem with the National Key Result Areas (NKRA) under the Government Transformation Programme (GTP)”. The government is fulfilling its promise to the people with the slogan ‘People’s First’ with several initiative to enlighten the burden felt by the consumers. This is an effort of a gigantic CSR project initiated to reduce the burden carried by the consumer.

Besides that, to get its filled the possible and realize the whole goal for this development ways, the KR1M grocery must be build more KR1M grocery in our country. In another, KR1M grocery also need to increases the quality of product sale in KR1M grocery. KR1M has always been associated with quality issues by the consumers largely. Lots of improvement has taken place to gain trust from the consumers. The tormented images will take some times and the brand positioning plus the packaging design will play a bigger role to achieve that goal.