



A STUDY ON CUSTOMERS SATISFACTION ON SERVICES PROVIDES BY
PERTUBUHAN PELADANG (FARMERS ORGANIZATION) IN LAHAD DATU, SABAH.

DATU ZAKARIAH BIN DATU BISTARI

2005116527

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA KINABALU

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ABSTRACT

The purpose of this study is to measure the level of satisfaction on services provided by Pertubuhan Peladang (Farmer's Organization) of LahadDatu, and the scope of services measure is on two aspects that are on the buying of Oil Palm Fresh Fruit bunches and the services at the farmer's organization agricultural products shop. This research also try to identified the factors influencing customer's decision to choose Pertubuhan Peladang services. Questionnaire was distributed to 100 respondents that are customers of Pertubuhan Peladang, and they are members and non-members of the organization. This research paper applied the Descriptive Research method in order to ascertain and to be able to describe the characteristic of variables in a situation. The sampling frame was obtained from the farmer's organization agricultural products shop and the organization oil palm fresh fruit bunches collection centre. Analysis of data were conducted by using the SPSS program, and it was found out that customers were satisfied with the services given and the factor that influence customer's decision was the credit facility given to them by the Farmer's organization.