



**DETERMINANTS FOR CUSTOMER SATISFACTION TOWARD
SERVICE QUALITY OF AGRO BAZAAR AT KAMPUNG
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Chapter 1

Introduction

1.0 BACKGROUND OF THE STUDY

Kedai Rakyat Agrobazaar are one of the business premises that owned by the local entrepreneurs by conducting retail business of daily essential items, offering competitive prices with a display of attractive, systematic, neat and uniform image throughout the country. (Federal Agricultural Marketing Authority). The establishment of Kedai Rakyat Agrobazaar was the idea of the former Prime Minister, Tun Abdullah Haji Ahmad Badawi due to the following issues of soaring prices of basic items affecting from the rising of oil prices that certainly burden the lives of low and middle income people in Malaysia. It was decided in a meeting of Menteri Besar, Meeting No. 105, on 20 July, 2008, for ICUJPM to be given the role as the project coordinator of the Kedai Rakyat Agrobazaar, while FAMA being the implementing agency. (Federal Agricultural Marketing Authority).

At present, the Federal Agricultural Marketing Authority (FAMA) will build an RM250mil corporate headquarters-cum-agro bazaar in Kelana Jaya, Selangor, as the Chairman Tan Sri Badruddin Amiruldin said FAMA had received the approval from the Government and construction would start in 2018 (BERNAMA, <http://www.thestar.com.my/>, 2015). Furthermore, the Federal Agricultural Marketing Authority (FAMA) plans to market more than 300 products by local entrepreneurs at the Agro Bazar Dubai in the United Arab Emirates, after been launched the first overseas Malaysian Agro bazaar in Singapore in 2014, as the Malaysian Prime Minister has jointly launched the event with his counterpart, Singapore Prime Minister Lee Hsien Loong in the island republic's popular Sultan Gate tourist area (Malaysia launches agrobazaar in Singapore, 2014). With that the Agro Bazar Dubai will be the

Chapter 2

LITERATURE REVIEW

2.0 INTRODUCTION

A literature review is a content of a study paper, which incorporates the present learning including substantive discoveries, and hypothetical and methodological commitments to a specific point. Literature review are optional sources, and do not explains new or unique research work. Frequently connected with scholarly arranged literature, such review are found in scholastic journals, and are not to be mistaken for book surveys that may likewise show up in the same production. Literature reviews are the fundamentals for exploration in almost every scholastic field. A tight extension literature review might be incorporated as a major aspect of a companion inspected journal article introducing new research, serving to arrange the fade and flow study inside the body of the significant literature and to give setting to the readers. In such a case, the review more often than not goes before the procedure and results segments of the work. Producing a literature review may likewise be a form of graduate and post-graduate understudy work, incorporating into the arrangement of a proposal, exposition, or a journal article. Literature reviews are additionally normal in an examination proposition or plan (the record that is endorsed before an understudy formally starts a paper or thesis) (Creswell, 2013).

Chapter 3

RESEARCH METHODOLOGY

3.0 INTRODUCTION

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

This study used quantitative technique in order to understand the customer satisfaction on Agro Bazaar at Kampung Serpan. The quantitative phase was a structured questionnaires. The questionnaires consisted a few in a demographic and twenty-five question asked for the service quality. The structured questionnaires then distributed to more than 280 respondent who had recently go to Agro Bazaar Kampung Serpan. Only those who had going to Agro Bazaar Kampung Serpan were selected as there can provide a reliable data. They were 269 usable questionnaires used for this study.

3.1 RESEARCH DESIGN

Researches can be categorized into three different types; exploratory, descriptive and causal. For this research, it is using the descriptive research technique. The research design is used to describe the specifications of a population or subject of the study. It is used for statistical findings or calculations. This study uses a descriptive technique because it aims to describe the customer satisfaction towards service quality of Agro Bazaar at Kampung Serpan , Asajaya.