



**THE STUDY OF CUSTOMER SATISFACTION ON RETAIL STORE (WATSONS)  
IN JERANTUT PAHANG**

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## TABLE CONTENT

| <b>NO</b> | <b>TITLE</b>  | <b>PAGE</b> |
|-----------|---|-------------|
| <b>1</b>  | Chapter One - Introduction<br>1.0 Introduction<br>1.1 Background of study<br>1.2 Problem Statement<br>1.3 Research Objective<br>1.4 Research Question<br>1.5 Scope of study<br>1.6 Significance of Study<br>1.7. Limitation<br>1.7.1 Respondents<br>1.7.2 Time Constraint<br>1.7.3 The availability of information<br>1.7.4 Secondary sources<br>1.8 Definition Term<br>1.8.1 Customer satisfaction<br>1.8.2 Retail store | <b>1-7</b>  |
| <b>2</b>  | Chapter Two – Literature Review<br>2.0 Introduction<br>2.1 Literature Review<br>2.1.1 Customer satisfaction<br>2.2 Dimension of customer satisfaction<br>2.2.1 Price<br>2.2.2 Location<br>2.2.3 Product Quality<br>2.2.4 Staff Friendly<br>2.2.5 Facilities<br>2.3 Theoretical Framework<br>2.4 Hypothesis  | <b>8-14</b> |

# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

Customer satisfaction is a promoting term that measures how products or services supplied by an organization meet or surpass a customer's desire. Customer satisfaction is essential since it gives advertisers and entrepreneurs with a metric that they can use to manage and enhance their organizations (Ross Beard, 2014).

One of the fundamentally important drivers of organizational success is that entrepreneur must take the needs and wants of their customers into account (Singh, 2006).

Satisfaction in this senses, could mean that a supermarket has just scarcely met the customer's expectations, not exceeded nor disappointed those expectations. The advantages of taking the customer's response beyond satisfaction at this level by exceeding expectations, is a competitive strategy many retailers aspire to achieve. Satisfaction is a consumer's post-purchase evaluation of the overall service experience. According to Menon and Dube, it is an affective reaction in which the consumer's needs, desires and expectations during the course of the service experience have been met or exceeded (Lovelock, 2001).

Supermarket retailers continue to adapt to changing consumer demands, industry issues and regulations affecting their businesses. Some grocers are expanding their business, others are narrowing to specialty formats, and some seem to be doing both. All are facing increased

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

This chapter will give an overview of literature and models that are related to the research problem presented in the previous chapter. This chapter will introduce about customer loyalty, service quality consists of five dimensions such as price, product quality, staff friendly, location, and facilities.

#### **2.1 LITERATURE REVIEW**

##### **2.1.1 CUSTOMER SATISFACTION**

Customer satisfaction occurs when the value and customer service provided through a retailing experience meet or exceed consumer expectations.

If the expectations of value and customer service are not met, the consumer will be dissatisfied.

Only very satisfied customers are likely to remain loyal in the long-run (Levy, Michael, Weiz, Barton, 2004).

Moreover, customer satisfaction in a retailing should be a long-term aim and concentrate into an existing customer rather than replace dissatisfied customers with new ones. It is extremely important to satisfy customers because a retailer's sale comes from two groups of customers: new customers and repeat customers. So, it is mean when attracting new customers is likely very expensive rather than as much as pleasing an existing customer which is we retain the customers.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter describes the research methodology that was used in this research paper. The chapter covers research design and the research instrument which consist of data collection and sampling design. The validity test will be described whereby; data analysis also will be presented at the end of the chapter. More specifically, this paper focuses on the factor of the variables by using Means analysis, cross tabulation and Pearson Correlation to determine which of the variables are most likely to be the influence to customer satisfaction on the retail store (Watsons) in Jerantut Pahang.

#### **3.2 Research Design**

Based on the research objectives and constructed research question, research design describes the purpose of the study, data collection method, selecting the sample and the data analysis. As for the research paper, the research decided to use quantitative research approach. It is a concerned with quantifying the data that intent to be collected. On that, it also helps the researcher to achieve the target of respondents in a short period. It also includes the identifications of the four independent variables in this research which are price, location, staff friendly, product quality, and facilities.