



A STUDY ON THE CUSTOMER PERCEPTION
TOWARDS TAILORING SERVICE PROVIDED
BY AFIE ENTERPRISE IN KOTA KINABALU AREA

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ABSTRACT

The main purpose of this study is to obtain the information with regard to the customers' perception towards the tailoring service provided by AFIE ENTERPRISE in Kota Kinabalu area. The variable measure are including the tailoring quality and other related product or service, the operation staff and tailors performance, and the after sales service.

The survey is based on distribution of questionnaire to the respondents as the research designed to measure their perception. The target population in this study is customers from government departments that located in Kota Kinabalu area. A survey was conduct among 120 respondents by using the convenience sampling technique. Which procedure was simple to conduct and the result were analyzed by using SPSS.

Based on the result and finding, it shows most of respondent give satisfactory rate, which is from the average and above toward the variables. Most of them suggest AFIE ENTERPRISE to further improve the tailoring quality.

In conclusion, most of respondent have a favorable perception toward the tailoring service provide by AFIE ENTERPRISE in Kota Kinabalu area.