



**"CUSTOMER SATISFACTION TOWARDS THE PRODUCTS AND SERVICES
OFFERED BY BORNEO TEXTILES CORPORATION SDN. BHD.
:A CASE OF EMADIRA WISMA YAKIM"**

ANISSAM BINTI SHARIF KUTOH

2006131541

PROJEK PELAJAR

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA KINABALU

NOVEMBER 2008

SALINAN FOTO TIDAK DIBENARKAN

ACKNOWLEDGEMENT

This project paper entitled "Consumer satisfaction towards products and services offered by Borneo Textiles Corporation Sdn. Bhd." bend the efforts, review and comments of the number of individuals and the respondents. Without their cooperation and assistance, this project paper would have been completed as it is.

First and foremost, I would like to express my highest gratitude to my advisor, Associate Madam Imelda for the encouragement, valuable guidance and motivation rendered throughout the completion of this project paper.

I also wish to express my appreciation to Madam Maimunah Binti Datuk Mansor the executive manager of Borneo Textiles Corporation for her support and allowed me to distribute the research question at Emadira Wisma Yakim. Nonetheless, I also would like to thank all the Borneo Textiles Corporation staff generous support and assistance that had helped me in completing this research study.

To my family, friends and colleagues, I appreciate their support and help during my hard and easy time.

Last but not least I am also grateful to the respondents for their cooperation in completion the set of questionnaires given to them. To all and many more thank you so much.

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CHAPTER 1 ABSTRACT INTRODUCTIONS

This study was conducted to identify the level of customer's satisfaction towards the products and services offered by Emadira Wisma Yakim and thus to make recommendations that can be used by Emadira Wisma Yakim for further improve.

The research design used is descriptive study and both primary and secondary data regarding the study were gathered. The target population in this study is the Emadira's customers. The sample consists of 100 respondents; the respondents were selected through convenience sampling. In analyzing the data, frequency distribution, percentage, and cross tabulation were used.

The findings of this study revealed that the customers level of satisfaction regarding the products and services offered by Emadira Wisma Yakim were at good level.

Finding and conclusion finally discussed. Towards the end of this study, comprehensive recommendations to increase the level of satisfaction about the products and services offered by Emadira Wisma Yakim were drawn.