

UNIVERSITI TEKNOLOGI MARA

**CUSTOMER PERCEPTION OF KEDAI RAKYAT 1
MALAYSIA (KR1M) AT SELECTED OUTLET IN
MALAYSIA**

**LINA SYAMIMI BINTI ABU BAKAR
MOHD NURHAIRI MOHD HASSAN NG
NOR ERNIZAJURA BINTI JUSOH**

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ABSTRACT

This study on Customer perception of Kedai Rakyat 1 Malaysia (KRIM) are aim to identify the customer acceptance of the services provided in terms of prices, products, promotions and also the location place by the selected Kedai Rakyat 1 Malaysia in Terengganu and Kelantan and also to enhance the perception of the customers towards of services quality and productivity of Kedai Rakyat 1 Malaysia (KRIM)

Keywords: Customer Perception, Price, Product, Promotions, Place

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