

**THE RELATIONSHIP BETWEEN MARKETING MIX
TOWARDS CUSTOMER SATISFACTION: A CASE
STUDY AT MYDIN MALL KUALA TERENGGANU**

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CHAPTER 1

INTRODUCTION

This chapter is an overview of the research project which is; “The Relationship between Marketing Mix towards Customer Satisfaction: A Case Study at Mydin Mall Kuala Terengganu.” Basically, this chapter begin with the research background, followed by the problem statement as well as research objectives. After that, this chapter will discuss with the development of research questions, hypotheses, and significance of the study. Then, chapter will depict general descriptions on each chapter and a conclusion will be followed.

The aim for this research is to identify whether there is the relationship between the Principle of Marketing Mix (4Ps) and Customer Satisfaction. The research will be done at Mydin Mall Kuala Terengganu. I am choosing to do this research is because I feel customers will choose to shop at certain supermarkets due to their satisfaction level. For this research, I prepared a set of questionnaires to be asked to the Mydin Mall customers to know their satisfaction level. The result of the