



**A STUDY ON PRODUCT QUALITY TOWARDS CUSTOMER
SATISFACTION IN KEDAI HARGA PATUT MUFAKAT JOHOR (IMCOOP)
IN PALOH**

**NUR EMIRA BINTI SANI
2014893166**

**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JULY 2017

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim

Alhamdulillah, praise to Almighty Allah S.W.T because with his blessing, guidance and will make I was able to complete the research study on "Product Quality towards Customers Satisfaction in Kedai Harga Patut Muafakat Johor (IMCOOP) even though I need to face many challenges and obstacles during completing this research study.

Firstly, I would like to express my deepest gratitude to my beloved academic advisor, Madam Noraishah Binti Kamarolzaman for her continuous support, guidance, and willingness to spend time for advising me and giving helpful comment to me, so I can take action to recheck my mistake and make correction during completing this research study. She also never gives up giving me spirit during finding the company problem to do this research study.

Secondly, a million appreciation and thank you for my beloved family because always support me either in moral support or money, give spirit and be on my side until I was able to completing this research. Next, my appreciations goes to my friends and course mate because always help me, giving suggestion and moral support during completing my practical training and research report.

Thirdly, my warmest appreciation and thanks goes to Encik Hassan Bin Sarkon (chairman), Encik Muhammad Amirul Bin Hasbollah as my supervisor and Cik Nur Erra Fahera Binti Kamaruddin as top management in Kedai Harga Patut Muafakat Johor (IMCOOP) in Paloh for all their co-operation and valuable information for this research. Thank you for sharing knowledge and experience during this industrial training.

Lastly, appreciation and thank you for those who give a hand either directly or indirectly for helping me during completing my industrial training and completing research report. I would not be success without them, their help and kindness. Thank you.

Contents

CHAPTER 1	4
INTRODUCTION	4
1.0 INTRODUCTION	4
1.1 BACKGROUND OF THE STUDY	4
1.2 BACKGROUND OF THE COMPANY	6
1.2.1 KOPERASI PESERTA RANCANGAN FELCRA BATU 3 ½ PALOH	6
BERHAD	6
1.2.2 KEDAI HARGA PATUT MUAFAKAT JOHOR (IMCOOP) PALOH	8
1.3 ISSUES AND PROBLEM STATEMENT	9
1.4 RESEARCH OBJECTIVE	11
1.5 RESEARCH QUESTION	11
1.6 SCOPE OF THE STUDY	11
1.7 SIGNIFICANT OF THE STUDY	12
1.7.1 TO THE RESEARCHER	12
1.7.2 TO THE KEDAI MUAFAKAT HARGA PATUT (IMCOOP) PALOH	13
1.8 LIMITATION OF STUDY	13
1.8.1 RESPONDENTS COOPERATION	13
1.8.2 TIME CONSTRAINTS	14
1.8.3 ACCURACY OF DATA	14
1.9 HYPOTHESIS	15
1.10 THEORITICAL FRAMEWORK	16
CHAPTER 2	17
LITERATURE REVIEW	17
2.0 INTRODUCTION	17
2.1 DEFINITION OF PRODUCT QUALITY	17
2.1.1 PERFORMANCE	19
2.1.2 FEATURES	21
2.1.3 CONFORMANCE	22

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter discussed about the background of the study and how the study approves the research is relevant. Based on this chapter, it discussed about the background of the study and how the study approve the research is relevant. It consists of the background of the company, problem statement, research question, research question and objectives, scope of study, hypothesis, significant of the study and limitation of the study will be explained below.

1.1 BACKGROUND OF THE STUDY

Nowadays, quality is important for any kind of products when customers purchase it. This is because the quality of product will impact customer satisfaction while purchasing the product. Good quality of product will give satisfaction feeling to customer when they purchase the product. It is because the customer will obtain the function and quality that delivered to the product directly when they consume it. Besides that, quality is most important part to ensure the customers expectation exactly same with the product or services provided by the seller. From positive impact of the product, the customer will give reseller good feedback. Through the feedback, the reseller can know and estimated whether the product give function and benefit to

customer or not. Even though purchase a product from online also will effect customer satisfaction nowadays because not satisfy their need, wants and expectations. In other hand, customers who satisfy with the product that the reseller sells will recommend the product at their family, friends, neighbour and others. It bring positive image of the product from word of mouth (WOM) by its customer. Good image of product include their quality of product which is their performance, durability, serviceability and others. Having a good quality of product is crucial to make our customer loyal with our product and reseller needs to find out the solution to increase customer satisfaction towards their product or services that have been provided by them.

In Kedai Harga Patut Muafakat Johor (IMCOOP) in Paloh, they provided the product to their customers but in the same time, there are certain customers are not satisfy with their product that provided at that store. There are some customer's complaints about their product, where the products not meet their customer expectations in term of quality, packaging and others. Customers assume when Kedai Harga Patut Muafakat Johor (IMCOOP) exist in Paloh, that store will providing them products suitable with their image of IMCOOP brand-named. But unfortunately, the products do not meet customer expectations. That store provides the product that not fulfils customer satisfaction in term of their needs and wants. The customers not satisfy with their quality of product. They provided the product that not fresh, smelly and the packaging are damaged.

According to Kamyar Kianpour et al. (2014), there are different meanings for product quality. Parasuraman (1990) defined quality as the interaction between the customer and service provider, since the customer see the services quality through comparing their expectations of this service