



**“A STUDY ON CUSTOMERS’ SATISFACTION OF GOVERNMENT SECTOR
TOWARDS PRODUCTS OFFERED
BY
PERCETAKAN NASIONAL MALAYSIA BHD IN KUCHING”**

TABLE OF CONTENTS

CONTENT	PAGE
ACKNOWLEDGEMENTS	
LIST OF TABLES	VI
LIST OF FIGURES	VII-VIII
LIST OF ABBREVIATIONS	IX
ABSTRACT	x
CHAPTERS	
1. INTRODUCTION	
1.1 Introduction and Background of Study	1
1.1.1 The Background of Percetakan Nasional Malaysia Bhd.	1
1.1.2 Background of the Study	4
1.2 Problem Statement	5
1.3 Research Objectives	6
1.4 Research Questions	7
1.5 Limitation	8
1.6 Scope of Study	10
1.7 Significance of The Study	11
2. LITERATURE REVIEW	
2.1 Customer Satisfaction	12
2.2 Need and wants of customers	13
2.3 Definition of Perception	14
2.4 Understanding of Expectations	15
2.5 Customer loyalty toward product	15



ABSTRACTS

Percetakan Nasional Malaysia Berhad's business activities confined only to government market and it resulted PNMB inexperience to compete in open market where knowledge on customers needs and wants are lack.

The study is to find the alternatives as to identify and to improve the level of customers' satisfaction of present customers, which are the government sectors. It also helps the management to retain the present customers and therefore can attract the potential customers in future.

The survey has been conducted through questionnaires distributed to respondents. The survey wants to know the level of satisfaction among the present customers. The interviews have been conducted to gain the insight opinion of employees and the management. The observation also has been conducted at Percetakan Nasional Malaysia Berhad office.

The findings indicate the level of customers satisfactions towards product offered, the factors that contributing to customers satisfaction. It also indicates the factors that influence the performance of the employees.

Lastly, the recommendations are made based on the findings of the study as to improve the customers' satisfaction of government sectors towards PNMB and performance of the employees.

CHAPTER 1

INTRODUCTION

1.1 Introduction And Background of Study

The study focuses on customers' satisfaction of government sectors towards Percetakan Nasional Malaysia Berhad in Kuching. This chapter will explain briefly on the company's background, problem statement, and objectives and will lead to research questions. While at the end of this chapter, researcher listed barriers that confined to the identified scope of study and its significance to PNMB.

1.1.1 The Background of Percetakan Nasional Malaysia Bhd

The first press established when Government printed the first Gazette on 26th August 1870. During the Brooke rule, the Government Press printed all types of work as required by the government then.

In the year 1927, the government moved to a new building, which was used by the Majlis Perbandaran Kuching, and its name changed to Sarawak Government Printing Office. In 1946,

CHAPTER 2

LITERATURE REVIEW

2.1 Customer Satisfaction

Satisfaction can be defined as an attitude. The customers have certain service standards in mind prior to consumption (their expectation), observe service performance and compare it with their standard, and then form satisfaction judgments based on this comparison. The resulting judgment is labeled negative disconfirmation if the service is worse than expected, positive disaffirmation if better than expected, and simple confirmation if as expected. When there is substantial positive disconfirmation plus pleasure and an element of surprise, then the customers are likely to be delighted. (*Lovelock, C., 2001*)

Customer satisfaction is the customer's overall feeling of contentment with customer interaction. Customer satisfaction recognizes the difference between customer expectations and customer perception. Satisfaction may develop quickly or it may be cultivated over a period of time. There's evidence of strategic links between the level of customer satisfaction and overall performance. Customer satisfaction is central to the marketing concept is now common to find mission statement designed around the satisfaction notion, marketing plans and incentive