



**THE STUDY ON FACTORS THAT AFFECTS THE CUSTOMER SATISFACTION
TOWARD KIRA HAQ GLOBAL MARKETING SDN BHD**

BY

NOR AFIQAH BINTI MD AZMAN

2014803738

BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SEGAMAT, JOHOR

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ABSTRACT

The purpose of this research is to investigate factors that influence customer satisfaction toward Kira Haq Global Marketing Sdn Bhd. and to recommend ways to improve customer satisfaction at Kira Haq Global Marketing Sdn Bhd. Problem statements derived from the problem that faced in Kira Haq Global Marketing Sdn Bhd. 100 set of questionnaire were distributed to Kira Haq customer to collect and analyze the data toward customer satisfaction. Data analysis was conducted using SPSS. Through the result, price is the most important factor that affects customer satisfaction. Kira Haq need improve their organization in order to maintain and increase number of customer toward their product and service. This study will give guideline to assist the company in enhance their business.



CHAPTER 1

1.0 INTRODUCTION

On this chapter, researcher discussed about background of the study which is 'The study on the factors that affects customer satisfaction towards Kira Haq Global Marketing Sdn Bhd'. This chapter consist of research background, the company background, problem statements, research objectives, research questions, scope of study, limitation of study and also significant of study.

1.1 BACKGROUND OF STUDY

The purpose of this research is to find out the problem in Kira Haq Global Marketing Sdn Bhd. There are three obvious problems that faced by the company which are the product quality, services quality and price. Quality is one of the importance things that can influence customer toward the company's products or services. If the products and services have low product quality, customer will changes their preference to other product. A good quality of products and services will give high satisfaction to customer and make them repeat purchase the product.

Normally, consumers more prefer service qualities when the price and others cost elements are held constant. Service quality also helps to create necessary competitive advantage by being an affective differentiating factor. Customer will choose the organization that provide a good service quality to them even though the price of the product and service more expensive. It is because they feel more comfortable with the organization.

Besides that, price of the products or services is an important part that gives a good satisfaction to customer. The prices of products or services are an important part of its quality; and no matter how high the quality, if the product is overpriced, it cannot gain customer satisfaction. Price is the significant role selecti
For company or organization, point of view price is reward or value return of need