UNIVERSITI TEKNOLOGI MARA

A STUDY ON VENDOR BUYER RELATIONSHIP: MEASURING CUSTOMER'S

SATISFACTION ON MALAYSIAN HEALTHCARE SDN. BHD MAYCARE KUCHING,
SARAWAK

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CHAPTER I

INTRODUCTION

1.1   Introduction

This study is carrying out as potential requirement for my Bachelor in Business Administration (Marketing). The purpose of this study is to know about the *Factors Influencing Customer Satisfaction between Vendor and Business Buyer.* One of the challenges facing MAYCARE services today is to achieve their vision and mission of the organization. Whereby MAYCARE will consistently satisfy in term of service towards their business buyers. This is one of their aims and they are target to archive.

The term of customer satisfaction have varities of explaaination from various outhors. According to **Christopher Lovelock (1996)** in his book, Service Marketing, "satisfaction" can be defined as an attitude like judgment following a purchase act or a series of customer product interaction. Most studied are based on the theory that the confirmation or disconfirmation of Preconceptions Product Standard is the essential determinant of satisfaction. Therefore, in a service context, the model argues that customers have certain service standard in mind prior to consumption (their expectation), observe service performance and compare 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" disconfirmation if better than expected, and "simple" confirmation if as expected. When there is substantial positive

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CHAPTER II

LITERATURE REVIEW

2.1   Introduction

Over the past 15 years, a major shift has occurred in the ways that industrial companies deal with their customers and suppliers (Christopher et al., 1991; Ellram, 1995; Han et al., 1993; O'Neal, 1989). This change has come about as companies have recognized that sustainable competitive advantage in the global economy increasingly requires companies to become trusted participants in various networks or sets of strategic alliances (Morgan and Hunt, 1994; Ganesan, 1994).

Relationship marketing has emerged over the years as an exciting area of marketing that focuses on building long-term relationships with customers and other parties. As Gro"nroos (1993) observed:

. . . establishing a relationship, for example with a customer, can be divided into two parts: to attract the customer and to build the relationship with that customer so that the economic goals of that relationship are achieved. Landmark article in 1985 conceptualized service quality as a gap between consumers' expectations and perceptions (Parasuraman et al., 1985) and inspired many other researchers to examine the services quality construct within a marketing premise (Berry et al., 1985).

CHAPTER III

RESEARCH METHODOLOGY

3.1   Questionnaire and Primary Data

A survey was administered on a convenience sample of *20 employees* using a set of questionnaire. Whereby according to Umasekaran, Research Method of Business 5th Edition (2010), the sample for population of 20 is also 20 unit of questionnaire. The questionnaires will be given to the respondents to be completed by them at their places and return the questionnaire immediately as soon as possible. All the questionnaires will be kept as the confidential data that would not be shown directly to the public. The information from the company report also been collected to be used in this study such as client or business buyer details.

3.2   Secondary Data

Some of the information for this study will be obtained from secondary data such as, articles, journals, books, magazines and other resources that can be used as references for my study. Other than that, the main important sources of the secondary data are also from the internet information by surfing and online.