

**A STUDY ON CUSTOMER SATISFACTION
AT KOPASAR CHECK OUT COUNTER**

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EXECUTIVE SUMMARY

The purpose of this study is to measure customer satisfaction at Kopasar checkout counter by looking into wide aspect of attitudes and motivation towards Retail Urus Point of Sales system thus to make comparable among these elements towards a single conclusion.

The concept of customer satisfaction, attitudes and motivation are discussed in chapter two of literature review and have been used as guideline towards the basis of the study.

The methodology of the study as been discussed in chapter 3 has decided on having the most interested of 100 respondents chosen due to the time constraint.

As the findings has been compiled in chapter 4 , researcher has made the conclusion that majority customers are satisfied with the Kopasar payment system, while customers attitudes are to be neutral.