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**A STUDY ON THE CUSTOMERS SATISFACTION
TOWARDS J – CARD AT JAYA JUSCO BANDAR BARU KLANG**

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EXECUTIVE SUMMARY

Responding to the rapidly changing in retailing nowadays , Jaya JUSCO has grown tremendously to become one of the well known companies which provides a wide range of product and services in order to satisfy the needs of Malaysian customers.

This scope of study will focus on the customers' satisfaction towards the J - Card which emphasize on the problems of the card and the overall implementation of the card from the customer point of view.

160 questionnaires were distributed for this study purposes . From the findings , the researcher found that there are a lot of problems occur in the implementation of the card.

This report , include a conclusion and some recommendations which might be useful for the management of Jaya JUSCO to improve the implementation of the card.

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