



## BORANG INVENTORI PROJEK PELAJAR

PERKARA	MAKLUMAT INFORMATION
Program <i>Program</i>	DPM
Jabatan <i>Department</i>	PERDAGANGAN
Semester/ Tahun <i>Semester/ Year</i>	LIMA
Tajuk Projek <i>Project Title</i>	CUSTOMER SATISFACTION TOWARDS THE SERVICE AT THE LURVE
Jenis Projek <i>Type of Project</i>	PROJEK PERNIAGAAN
Kategori Kluster Penyelidikan <i>Category/ research Cluster</i>	SAINS SOSIAL
Ahli Kumpulan <i>Group member</i>	<ol style="list-style-type: none"> <li>1. NURUL SYAZA AQILAH BINTI RAAZMIN 991221-06-6004</li> <li>2. NUR SYAHIDAH BINTI MOHD YUNUS 991101-10-6884</li> <li>3. NUR SHUWAIBAH BINTI OTHMAN 990808-08-5066</li> <li>4. NURUL ZULAIQA BINTI SALMANYUS 990105-04-5084</li> <li>5.</li> </ol>
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Abstrak <i>Abstract</i>	Customer satisfaction does have a positive effect on an organisation's profitability. According to Hoyer and MacInnis (2001), satisfied customers form the foundation of any successful business. The aims of the study are to perform situational analysis at The Lurve, to determine the factor that affect the customer satisfaction towards the service provided at The Lurve and to suggest the suitable strategy to enhance customer satisfaction. The data is collected from primary data and secondary data. Interviews session was conducted with the owner of The Lurve. Questionnaires are used as an instrument to measure the customer satisfaction on service. The respondents consist of the 110 existing customers.

	<p>The dimension of the services provided by The Lurve is measured by 7P's marketing mix which are Product, Price, Place, Promotion, People, Physical evidence and Process. According to Kotler and Armstrong (1989:P45) define marketing mix as "the set of controllable marketing variables that the firm blends to produce the response of wants in the target market." The findings show that the customer satisfaction for the company all the findings related to 7P's marketing mix, the mean value of each item in the questionnaire was high. The average mean of the product is 4.11, the average mean for price is 7.19, the average mean for place is 6.79, the average mean for promotion is 10.83, the average mean for people is 9.01 and the average for physical evidence is 10.02.</p> <p>However, there are a few elements in 7P's marketing mix that owner of The Lurve should take note of. Finally, the study recommends that management should improve the marketing mix elements to attract and retain customers. The owner of The Lurve need to develop basic skills in human resource management.</p>
<p>Keyword  <i>Keyword</i>  (max 5 word)</p>	Customer Satisfaction
<p>Objektif Projek  <i>Project Objectives</i></p>	<p>1- To perform situational analysis at The Lurve.</p> <p>2- To determine the factor that affect the customers satisfaction toward the services provided at The Lurve.</p> <p>3- To suggest the suitable strategy to enhance customer satisfaction.</p>
<p>Skop Projek  <i>Project scope</i></p>	The scope for this project is customer satisfaction from the services.

IP No		
Dapatan <i>Finding</i> (500 words max)	The findings of the research indicate that the customer of The Lurve is satisfied to the dimension of the service which are Product, Price, Promotion, Place, People and Physical Evidence. The average mean for the dimension are 4.11 until 10.83 . The SWOT analysis is identified for The Lurve and the recommendation to sustain and enhance the customer satisfaction is conducted by using TOWS Matrix.	
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500words)	<p>Suggestions</p> <p>1- How the loyalty of the customer and positive word of mouth can affect marketing effectiveness at The Lurve.</p> <p>2- Expand the scope of the research in changing of trends in online business to other area in Malacca.</p>	
Gambar berkaitan projek  <i>Picture related to project (700kb)</i>		
Rating/Level	JABATAN	

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*Borang ini perlu diisi oleh pelajar dan dihantar kepada penyelia/ penyelaras projek dalam bentuk hardcopy dan softcopy (borang LAMPIRAN J) dan gambar hasil projek dalam format jpeg/bitmap) bersama laporan akhir dan hasil projek.*

