



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>	ENHANCING BUSINESS PERFORMANCE THROUGH CUSTOMER SATISFACTION CHARTER AT PERNIAGAAN AL-FAT-H
Jenis Projek <i>Type of Project</i>	PROJEK PERNIAGAAN
Kategori Kluster Penyelidikan <i>Category/ research Cluster</i>	SAINS SOSIAL
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Penyelia <i>Supervisor</i>	NORAZILA BINTI AZMI 860516-56-6014
Penyelia Bersama <i>Co-Supervisor</i>	
Abstrak <i>Abstract</i>	Customer Satisfaction Charter (CSC) has been introduced in Perniagaan Al-Fat-H Enterprise to improve the quality of service provided by the company, in purpose to increasing the level satisfaction of customers. Furthermore, this study it aimed and focused on service standard indicate in Customer Satisfaction Charter as a tool for help organization in improving customer expectations and needs. Otherwise, improving service quality it will represents in enhancing the business performance, and the charter will measuring the performance. The process of data collection method is devided by two methods which primary data and secondary data In addition, the quantitative was approach were used on customers and interview session on owner of Perniagaan Al-Fat-H for analyze the

	<p>data collection. A total of 33 respondent, 33 customers were involved in the study which dealing experience with the company. There is only two section in the questionnaire for customer as well as a checklist of items for customers have dealing experience with the company in getting key informants were used for data collection. Data was analyzed using mean and standard deviation statistics that were used to answer the research questions. For this study, findings that showed of 4 dimensions and elements of service quality for researchers analyzed about the level customer satisfaction in service provided from Perniagaan Al-Fat-H. Otherwise, according on findings ,despite the adoption of Customer Satisfaction Charter leads to improvement in timeless of service ,service quality, service reputation and increased customer satisfaction in Perniagaan Al-Fat-H Enterprise.</p>
<p>Keyword <i>Keyword</i> (max 5 word)</p>	Customer Satisfaction Charter
<p>Objektif Projek <i>Project Objectives</i></p>	<ol style="list-style-type: none"> 1. To review current situational services performed by Perniagaan Al-Fath-H Enterprise 2. To determine matters affected quality service provided by Perniagaan Al-Fat-H Enterprise 3. To improve quality services through the customers satisfaction charter for Perniagaan Al-Fath - H
<p>Skop Projek <i>Project scope</i></p>	<p>This study conducted at Perniagaan Al-Fat-H Enterprise which is located at Ujong Pasir,Melaka whereby the respondents of the study are among the customers that have an experience deal with the company</p>

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Dapatan <i>Finding</i> (500 words max)	According to findings, from this showed that analyse response on Customer Satisfaction Charter to implementation strategies. According to the findings, respondent strongly agree with a mean of 4.06 which is that they strongly agree that Customer Satisfaction Charter adoption leads to improvement in timelessness of service in Perniagaan Al-Fath-H. The respondent that agree with a mean of 3.94 that Peniagaan Al-Fath-H will be improve in service quality using Customer Satisfaction Charter. Further, the respondent naturally agreed with a mean of 3.91 that they adopting Customer Satisfaction Charter will increased the customer satisfaction. Lastly, the respondent also agreed with a mean 3.79 that Customer Satisfaction Charter will improve the service reputation in Perniagaan Al-Fat-H Enterprise. As a whole, the researcher has been able to obtain all the information and feedback required from the respondents to achieve the objectives of the project being implemented.	
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500 words)	The results of this study are expected to help all companies, especially those providing services to customers, to use this charter as a means of satisfying customer satisfaction and maintaining the customer's perspective, expectation of services provided. In addition, a service company needs to prioritize customer requirements for the provision of quality services, the duration of implementation and the employee response to the customer. In reviewing the results of this study, the researcher would like to make some suggestions to prospective researchers to study more detailed methods of customer and employee satisfaction or awareness to enhance the productivity and performance of a company. In addition, the study is getting more respondents to make a more informed decision on what they want to do. Furthermore, create a system that is relevant for company performance appraisal from rating sources such as customer appraisal, immediate managers and employees appraisal. Lastly, it is hoped that researchers will be able to create a system, application or product that will help companies improve their performance and image of company.	
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.

