



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>	CUSTOMERS SATISFACTION TOWARD QUALITY OF PACKAGING DESIGN IN AR SETIA JAYA ENTERPRISE
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>	1. NUR SYAFIKA BINTI NOR AZMI 990629-14-5422 2. AMIRATUL ISMA BINTI YUSUF 990917-10-5396 3. NUR HAZITA BINTI HASHIM 990211-03-6472 4. NURDIYANAH BINTI AZMAN 991018-04-5152 5.
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Penyelia Bersama <i>Co-Supervisor</i>	
Abstrak <i>Abstract</i>	<p>Packaging is one of the important factors in making a product attractive and popular. But in this era, there are some problems that organization face in dealing with a product and it is difficult for customers to buy a product based on several factors. This study identifies the factors that may be of interest to customers according to the ages of 20-29, 30-39, 40-49, 50-59 and those under 60 years of age. Most of them have different opinions in terms of color, shape and material types of the packaging. The survey was conducted using a questionnaire and distributed to 50 respondents. The findings of this study show that shape have the highest meanings followed by color and material types, which indicates that the majority of respondents or customers agree to choose shape as an option</p>

	to buy a product. As a result of this study, we hoped can help customers or consumers make the right choices and satisfied, and can help the manufacturers design of the packaging based on shape, color and material types.
Keyword <i>Keyword</i> (max 5 word)	Packaging design, quality packaging,
Objektif Projek <i>Project Objectives</i>	1) To perform the analysis of the current situation that is packaging design that use by AR Setia Jaya Enterprise. 2) To investigate the differences in packaging design based on the age of the customer. 3) To suggest what packaging design that customers want.
Skop Projek <i>Project scope</i>	Marketing - Packaging design

IP No		
Dapatan <i>Finding</i> (500 words max)	The results show that the shapes shows the highest mean score. This proves that respondents strongly agree that design is a key aspect of delivering the latest packaging design among consumers in Serkam, Malacca. Undoubtedly, the colors and material types also record a mean score at a relatively high level. Overall, the researcher was able to obtain all the necessary feedback from the respondents to achieve the objective of the study.	
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500words)	The results of this study are expected to help manufacturers to choose the best product packaging to meet their taste and user satisfaction. In reviewing this study, the researcher would like to propose some suggestions that would be suggested by researchers to study other factors that may influence the design of the packaging. For example, a researcher can study other factors in writing or appropriate language that may affect the purchase of a product. In the study the researcher can examine the satisfaction of the customer or user regarding the writing used in the product or not, or whether the writing is too small and difficult to read. Additionally, similar studies can be used by marketers. The results of the study can be compared and can see different perceptions from marketers or producers who are under the private or public sector. In this way, the researcher will be able to see more clearly the majority of the packaging design of how consumers or customers are in the country.	
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.

