

Title of Thesis	The Study of Customer Satisfaction of Bookstore in Miri
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ABSTRACT

Customer satisfaction is very important for a company. Customer satisfaction indicate that the customers satisfied toward the company products or the services being provided by company. Bookstore, which is in the service industry, aim to serve and provide customers the best service which related to the books, stationaries and some service such as photocopy documents and binding the documents. Customer satisfaction is important to the bookstore because it will directly influence the success of the bookstore. The objective of this is to identify the customer satisfaction of bookstore in Miri. The researcher adopted quantitative research method and use of self-designed questionnaire for data collection. The results will be analyzed and collected by using statistic method.

The study indicated the most satisfaction of most current customers towards their last visit to the bookstore in Miri. Besides that, the study revealed that atmosphere of the bookstore is the most important factor that influences customer satisfaction of the bookstore in Miri, except that, the customers consider that promotion is the most important benefits provided by the bookstore in Miri to maintain customer satisfaction. Moreover, set up a reading corner in bookstore and improve service quality are the way to improve the customer satisfaction of the bookstore in Miri.

For the recommendations, the bookstore should provide a bigger space and tidy environment for the customers. Also, the bookstores are recommended to provide more benefits such as organize more book fair to reward the customers for keep supporting the bookstore. Except that, bookstore also recommended to set up a reading corner. Bookstore also need to improve the service quality and also conduct the customer satisfaction survey to find out whether the customer satisfied toward the products and services provided by them.

In the future, the research can conduct this research in other regions of Sarawak such as Kuching, Sibul and etc. to find out customer satisfaction of the bookstores in other regions of Sarawak. The research also can be focus on working adults to find out the view of working adults towards the customer satisfaction of the bookstore. In addition, the researcher can also increase the sample size from 50 person of respondents to 100 respondents to see the difference of the results.