

Title of Thesis	A Study of Customer Satisfaction on Bakery Business in Miri
Name	Lau Xen Tien
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ABSTRACT

This research is mainly conducted to examine customer satisfaction on the bakery business in Miri. Through this research, the researcher may understand the bakery business in Miri market better and what are the potential opportunities of it in the future. There are many bakery shops in Miri but there is no published research regarding the customer behaviour on buying bakery products. For this research, the researcher adopted quantitative of data collection method which through self-designed questionnaire to get the research data. The data are collected and analyse using simple statistic method. The findings of this research revealed that most bakery product customers prefer the choice to choose from varieties of bakery product with the company of friends or family. Research result also shown that reference groups are where consumers will associate with for purchasing behaviour and have an incredible influence on customer's purchasing decisions. The future research can be further explore in order to find out more results regarding customer satisfaction of bakery business.