



**THE IMPACT OF THE TRAINING ELEMENTS DONE BY PIMMAG PD BASE
TOWARD CUSTOMER SATISFACTION**

NUR IZZATI BINTI ZULBAHARIN

2012667234

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

JULY 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, **NUR IZZATI BINTI ZULBAHARIN** (I/C NUMBER : **921103-01-5210**)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree. Locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

JULY 2015

The Head of Programme
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
73500 Melaka

Dear Sir / Madam

SUBMISSION OF PROJECT PAPER REPORT

Attached is the project paper entitled “**THE IMPACT OF THE TRAINING ELEMENTS DONE BY PIMMAG PD BASE TOWARD CUSTOMER SATISFACTION**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA,

Thank you.

Sincerely,

.....
NUR IZZATI BINTI ZULBAHARIN
2012667234
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara.

ABSTRACT

The purpose of study is to define the impact of training elements done by PIMMAG PD Base toward customer satisfaction. Currently, the number of member of PIMMAG keep increasing because of their satisfaction towards PIMMAG. So, in this research helped PIMMAG to know their customer level of satisfaction. The method use was non-probability sampling which is convenience sampling because it is quick and easy. The objective of this study is to identify the level of customer satisfaction in PIMMAG PD Base, to identify the relationship between training element and customer satisfaction, to identify the most dominant of training element towards customer satisfaction at PIMMAG PD Base and lastly to identify the alternative to improve customer satisfaction at PIMMAG PD Base. The result show the reliability test, demographic profile such as gender, company represented, current position, race and their experience in training as well as the level of customer satisfaction, the relationship between training element and customer satisfaction and also the most dominant training element.

TABLE OF CONTENT

CONTENT	PAGE
LETTER OF DECLARATION	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
CHAPTER 1 : INTRODUCTION	
1.1 Background Of Study	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Significant Of Study	5
1.6 Scope Of Study	6
1.7 Limitation of Study	6
1.8 Definition of Term	7
CHAPTER 2 : LITERATURE REVIEW	
2.1 Introduction	10
2.2 Customer Satisfaction	10
2.3 Element in Training	12
2.3.1 Element 1 (Training Content)	12
2.3.2 Element 2 (Training Instructor)	13
2.3.3 Element 3 (Training Facilities and Environment)	14
2.3.4 Element 4 (Role of Trainer)	15
2.4 Theoretical Framework	15
2.5 Hypothesis	17