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**A STUDY OF CUSTOMER SATISFACTION ON PRODUCTS AND SERVICES:
THE CASE OF KM VET PHARM SDN. BHD.**



By
SULOSENI SUPERMANUAM

UUM
Universiti Utara Malaysia

**Thesis Submitted to the
Othman Yeop Abdullah Graduate School of Business
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In Fulfillment of the Requirement for the Degree of Master of Science
(Management)**



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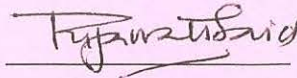
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ABSTRACT

This research is aimed to determine the satisfactory reasons among KM Vet Pharm Sdn Bhd customers towards veterinary products and services. Veterinary business line is on the increase in Malaysia and the demands for veterinary products and services are getting higher day by day. This organization holds different cluster of organizational customers though out Malaysia and due to that, this research was carried on the south region of Malaysia which represents the biggest market share for the company. The questionnaire was tested for its reliability. The correlation and regression analysis were used to identify the relationship and effect of cognitive, affective and conative towards customer satisfaction. The result proves that cognitive, affective and conative effects in determining customers satisfaction over veterinary products and services.

Keywords: *veterinarian, cognitive, affective, conative, customer satisfaction*



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ABSTRAK

Kajian ini bertujuan untuk menentukan sebab-sebab yang membawa kepuasan dalam kalangan pelanggan KM Vet Pharm Sdn Bhd terhadap produk dan perkhidmatan veterinar. Perniagaan veterinar adalah barisan perniagaan yang semakin meningkat di Malaysia dan permintaan terhadap produk dan perkhidmatan veterinar semakin meningkat. Organisasi ini mempunyai pelbagai kluster pelanggan dari seluruh Malaysia dan oleh disebabkan demikian, kajian ini hanya dilakukan di selatan Malaysia yang mewakili pembahagian pasaran terbesar syarikat. Ujian kebolehppercayaan soal selidik juga telah dilakukan. Analisis korelasi dan regresi digunakan untuk mengenal pasti hubungan antara kognitif, afektif dan konatif terhadap kepuasan. Hasil kajian membuktikan bahawa kognitif, afektif dan konatif member kesan dalam menentukan kepuasan pelanggan terhadap produk dan perkhidmatan veterinar.

Kata kunci: *veterinar, kognitif, afektif, konatif, kepuasan kaki pelanggan*



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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Customers are the core of importance in all business. KM Vet Pharm Sdn Bhd, the leading SME Company in veterinarian supplier business does no differ from it. Veterinary field currently is a vast growing field in Malaysia. This is because people now days look at animals as per one of their family member compared to older times where animals were reared as one of their food source. Even though ruminants are being source of business, but their well-being are main constant of those farmers and business people. This new generation people are more consent on prevention than treatment because treatment cost more than prevention. Business need money to survive and money comes from customers. Customer satisfaction is important in making a difference whether the company is surviving or thriving. Ideally, when customers are happy, they keep coming back in which it means the repurchase behavior besides bringing in new customers. In a world of business, competitions are everywhere. Satisfied customers will always choose only one brand even there are other brand in the market. To be a leading brand, it needs satisfied customers who are loyal to the brand. For example, the leading company in e-commerce Alibaba offers a suite support services to ensure optimal customer satisfaction by helping sellers to maintain a good and positive interaction with buyers. These support services thus leads to more transaction generation. Customer satisfaction will hence to

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APPENDICES



QUESTIONNAIRE

1. CUSTOMER PROFILE

NAME:

GENDER: **F** ☐ **M** ☐

AGE: 20-30 ☐ 30-40 ☐ 40-50 ☐ 50-60 ☐ >60 ☐

NATURE OF BUSINESS: 1 Veterinary ☐ 2 Petshop ☐ 3 Breeder ☐
Veterinari Kedai Haiwan Pembiak baka

4 Farmer ☐ 5 Government ☐
Peladang Kerajaan

ADDRESS:



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2. How long have you been purchasing from us? *Berapa lama tempoh urusan anda?*

1. Less than 6 months
Kurang dari 6 bulan
2. 6 months to 1 year
6 bulan hingga 1 tahun
3. 1 year to 3 years
1 hingga 3 tahun
4. 3 years to 5 years
3 hingga 5 tahun
5. 5 years and more
5 tahun dan ke atas

Section A

Please tick (✓) on the appropriate column accordingly to their importance.

Sila tandakan (✓) pada ruangan yang sesuai mengikut kepentingan.

| CUSTOMER SATISFACTION | Not at all important | Slightly important | Fairly important | Important | Very important |
|---|----------------------|--------------------|------------------|-----------|----------------|
| | 1 | 2 | 3 | 4 | 5 |
| Attractive packaging <i>Pembungkusan yang menarik</i> | | | | | |
| Excellent website <i>Laman web yang cemerlang</i> | | | | | |
| Ease of payment and purchasing <i>Kemudahan pembayaran dan pembelian</i> | | | | | |
| Continues supply of items <i>Bekalan berterusan</i> | | | | | |
| Informative flyers <i>Brosur penuh maklumat</i> | | | | | |
| Online purchasing <i>Pembelian dalam talian</i> | | | | | |
| Speed of service <i>Masa perkhidmatan</i> | | | | | |

Please tick (✓) on the appropriate column accordingly to their importance.

Sila tandakan (✓) pada ruangan yang sesuai mengikut kepentingan.

Frequency of visit/ purchasing

Kekerapan lawatan / pembelian

| Daily | Weekly | Once in 15 days | Monthly | Occasionally |
|-------|--------|-----------------|---------|--------------|
| | | | | |

Section B

Please tick (✓) on the appropriate column accordingly to their importance.

Sila tandakan (✓) pada ruangan yang sesuai mengikut kepentingan.

| | Strongly disagree | disagree | Undecided | Agree | Strong agree |
|---|----------------------|----------|-----------|-------|-----------------|
| | 1 | 2 | 3 | 4 | 5 |
| Value for Money <i>Nilai untuk Wang</i> | | | | | |
| You may switch over if another store offer better service <i>Anda boleh menukar jika kedai lain menawarkan perkhidmatan yang lebih baik</i> | | | | | |
| Quality of products <i>Kualiti produk</i> | | | | | |
| Variety of products <i>Pelbagai produk</i> | | | | | |
| Retail Store layout <i>Susun atur kedai</i> | | | | | |
| Customer service <i>Khidmat Pelanggan</i> | | | | | |
| Presentable staff <i>Penampilan staff</i> | | | | | |
| Complaints handling <i>Pengendalian aduan</i> | | | | | |
| Operating hours <i>Waktu operasi</i> | | | | | |
| Credit/debit card facilities <i>Kemudahan kad kredit / debit</i> | | | | | |
| You are willing to make this pharmacy as your permanent supplier <i>Adakah anda sanggup membuat farmasi ini sebagai pembekal tetap anda</i> | | | | | |
| You will suggest this pharmacy to your friends and relatives <i>Anda sanggup membuat farmasi ini sebagai pembekal tetap anda</i> | | | | | |

Thank you so much for your cooperation.
Terima kasih atas kerjasama anda.



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