

IDENTIFY THE CRITICAL FACTORS
INFLUENCE CUSTOMER SATISFACTION
OF NOTEBOOK INDUSTRY , IN
MALAYSIA

BY

XIE YU

2170900013

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ABSTRACT

With the development of technology, lifestyle to show to the development trend of electronic information, the powerful personal computers, directly affect the way of people live in this information society. However, due to the huge potential, lead to competitors increased in the notebook industry. In addition, any form of competition finally is around their customers, So the main purpose of this research is to study the critical factors that influence customer satisfaction in notebook industry.

Firstly, the research illustrated the background notebook industry, clarify the research rationale, research problem and research objectives; then make a conceptual framework for this research was developed as the base for hypotheses development; after that, a survey was conducted focusing on consumers who have notebook users or interested in notebook, and coefficient and regression analysis were conducted based on the data collected.

Identify the Factors Influencing Customer Satisfaction towards from the survey to verify the research hypotheses; last but not least, conclusion was made to provide guideline and feedback for the notebook Manufacturers or retailers about what factors can influence customer satisfaction of notebook industry to improve their business performance.