



Faculty of Applied and Creative Arts

## **CUSTOMER SATISFACTION ON THE QUALITY OF CERAMIC VASE**

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**Bachelor of Applied Arts with Honours  
(Arts Management)  
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# **CUSTOMER SATISFACTION ON THE QUALITY OF CERAMIC VASE**

**SITI NUR HAWA BINTI JAMAL**

This project is submitted in partial fulfilment of the requirements for the degree of Bachelor  
of Applied Arts with Honours (Arts Management)

Faculty of Applied and Creative Arts

UNIVERSITI MALAYSIA SARAWAK

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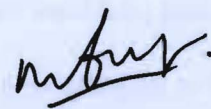
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## **ABSTRACT**

The study of ceramic vase is conducted with a focus on product quality aimed at determining whether customer satisfaction is related to the types of product quality in terms of design, packaging, storage and reliability. An initial survey to identify the relationship between product quality and customer satisfaction on Ceramic vase was conducted using quantitative methods and followed by analysed questionnaire forms distributed to two hundred and fifty respondents. Based on the analysis, customers who have ever purchased Ceramic vases have shown to indicate that product quality typically affects customer satisfaction. Therefore, researcher conclude that the better the quality of ceramic vases, the more chances it would be to achieve customer satisfaction.

**Keywords:** Ceramic Vase, Customer Satisfaction, Product Quality

## **ABSTRAK**

*Kajian pasu Seramik dijalankan dengan tumpuan kepada kualiti produk bertujuan untuk menentukan sama ada kepuasan pelanggan mempunyai hubungan terhadap jenis-jenis kualiti produk dari segi reka bentuk, pembungkusan, penyimpanan dan kebolehpercayaan produk. Tinjauan awal untuk mengenal pasti hubungan antara kualiti produk dan kepuasan pelanggan terhadap pasu Seramik telah dijalankan dengan menggunakan kaedah kuantitatif dan seterusnya menganalisis borang soal selidik yang telah diagihkan kepada dua ratus lima puluh orang responden. Berdasarkan analisis tersebut, pelanggan yang pernah membeli pasu Seramik didapati telah menunjukkan bahawa kualiti produk lazimnya mempengaruhi kepuasan pelanggan. Oleh itu, pengkaji menyimpulkan bahawa lebih baik kualiti pasu seramik, lebih banyak peluang untuk mencapai kepuasan pelanggan.*

**Kata Kunci:** *Pasu Seramik, Kepuasan Pelanggan, Kualiti Produk*



## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

Ceramic is one of the oldest arts in the world and the earliest traditional craft. Ceramic products are well-known with their variety of shape and size as well as the good quality of design. Ceramic products can be found anywhere from daily life product to beautiful design product use for decorating house.

The quality of products cannot be separated from the look itself, since it is the possibly the first impression to be captured by customers. Therefore, it is necessary to analyse what exactly the customers expect for ceramic products in term of product quality to meet the customer satisfaction.

Generally, ceramics are made from the mixture of clay, powder and water that have been shaped into desired design. The next process is the ceramic that have been shaped is fired in an oven with high temperature (Khan Academy, 2014).

## 1.2 RESEARCH BACKGROUND

According to Hirst (2018), ceramic is an object that made from clay is a useful thing in ancient times. Ceramic products are very durable and may last for years virtually without changing from the time it made.

"Ceramic" comes from the Greek which is *keramos*, means "burnt earth." The oldest known ceramics made by humans are figurines found in the former Czechoslovakia that are thought to date from around 27,000 B.C.E. The manufacture of functional objects such as pots/vases, dishes, and storage vessels, was developed in ancient Greece and Egypt during the period 9000 to 6000 B.C.E (Jones, 2004).

According to UXL Encyclopedia of Science (2002), ancient Greeks is the one with a famous fascinating pottery in history. Their skill in making and decorating is what make they had a very fascinating pottery. They used the methods of black paint and red clay in order to make a good design.

### 1.3 PROBLEM STATEMENT

Ceramics are synonymous in the hearts of local communities as vases, jewellery and handicrafts, but a lot of people does not know the manufacture is not easy as it requires the touch of art and some steps that need to be followed. It is one of the reasons why it is hard to meet the customers satisfaction on the quality of ceramic vases (Nawi, 2015).

Jalil (2015) stated that the size of the vase should also be given attention not to be too large or small but should be in accordance with the location. From customer's perspective, ceramic vases if combined with beautifully coloured flowers and properly arranged and hung up, it would be the best therapy to enjoy peace and quiet.

According to Duy (2017), taking consideration from the customer perspective, the price must fit the quality of the product. Customers would feel satisfaction if the quality of the product is worth their money. It is probably because of their have experience in buying low quality of product with high price. Some people would not care about the high price if the ceramic vase is also a high quality.

In conclusion, the problems that have been stated is to know the customer satisfaction to help the producers of ceramic vases develop a new marketing strategy in attracting customers.



#### **1.4 RESEARCH OBJECTIVES**

1. To analyse the relationship between design and customers satisfaction on the quality of ceramic vase.
2. To analyse the relationship between proper storage and customers satisfaction on the quality of ceramic vase.
3. To analyse the relationship between packaging and customers satisfaction on the quality of ceramic vase.
4. To analyse the relationship between reliability and customers satisfaction on the quality of ceramic vase.

#### **1.5 RESEARCH QUESTIONS**

1. What is the relationship between design and customers satisfaction on the quality of ceramic vase?
2. What is the relationship between proper storage and customers satisfaction on the quality of ceramic vases?
3. What is the relationship between packaging and customers satisfaction on the quality of ceramic vase?
4. What is the relationship between reliability and customers satisfaction on the quality of ceramic vase?

## **1.6 SCOPE**

The scope of this study focuses on factors affecting customer satisfaction on the quality of ceramic vase. There is no scope of the set place to carry out this study. However, the scope for the product is based on ceramic vases only. The researcher has made the limit of the respondent to 250 respondents consist of ceramic vase customers only.

## **1.7 RESEARCH SIGNIFICANCE**

This research is importance for those who produces ceramic vases to know the factors that should be consider to meet the customer needs and expectantly to help in contributing to the enhancement of ceramic vase quality. Besides, this research can provide a new alternative in identifying the key element to achieve customer satisfaction on ceramic products.

## **1.8 CONCLUSION**

This chapter described in detail about the introduction and the research background that been conducted. Besides, with the problem statements, the researcher can analyse the thing that will be reviewed and then resulted the research objectives, research questions and the scope for this research. The researcher hopes that the research will follow the objectives that have been stated as well as the scope of the research.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

The purpose of this literature review is to provide the reader with a general overview of this research. This chapter must be done to find the data and find out about the research that have been conducted by previous researchers in addition, so it can be use as reference. Besides, literature review is also to make sure this research can achieve the research objectives and create the research framework for this study.

This chapter contain the definition of customer satisfaction, ceramic vase, and product quality. The researcher will identify the relationship between variable, problem statement, research question, conceptual framework and research hypothesis.



## 2.2 CUSTOMER SATISFACTION

Customer satisfaction has been treated as one of the most important factors for the existence of many companies and firms that provide products or services. It is all company's goal to achieve customer satisfaction and through that the company will gain competitive advantages to stay survival. Moreover, Marketers consider satisfying customers as a key element of business activities especially in competitive market (Anderson, 2005).

According to Biesok and Wyrod-Wrobel (2011), the existence of many companies on the market is conditioned with the number of satisfied customers. In addition, customers are the key factor of the existence and company development on the market. It is Obvious that firms which want to face the competition need to provide valuable and unique terms to their customers that will satisfy their needs. This satisfaction includes not only the feelings associated with the purchasing process, but also the atmosphere before and after the execution of purchases.

Khadka and Maharjan (2017) stated that customer satisfaction is dynamic and relative. Only the idea "customer-centric" can help companies improve satisfaction and keep customer truly, conversely, if competitors improve customer satisfaction, then it may loss corporate customers. While improving customer satisfaction, customer expectations should be noticed. Service quality, product quality and value for money have a direct positive impact on customer satisfaction. Employee satisfaction is equally important before achieving the customer satisfaction. If employees have a positive influence, then they can play a big role to increase customer satisfaction level. Satisfaction is a dynamic, moving target that may evolve overtime, influenced by a variety of factors.

### 2.3 CERAMIC VASE

Ceramics are best known as fragile solids mainly suited for bearing high temperatures. Generally, ceramics are made from the mixture of clay, powder and water that have been shaped into desired design. The next process is the ceramic that have been shaped is fired in an oven with high temperature (Johnson, n.d.).

Pottery was part of everyday life, and everyone knew what they were used for and what the pictures on them meant. Ceramic vases used for utilitarian purposes in the home. Some vases were decorated with variety of design such as motive, figures and patterns, others were plain and painted black all over, and unpainted (Khan Academy, 2014).

## **2.4 PRODUCT QUALITY**

Product quality means the features that have a ability to meet consumer needs or wants and gives customer satisfaction by improving products and making them very good quality of product and free from any deficiencies or defects (Akrani, 2013).

Product quality is also another core factor of the customer's satisfaction. Product quality is a collection of features and sharp brand product characteristics which have a contribution to the ability to fulfil specified demand. Product qualities also have different dimensions such as features, performance, reliability, durability, serviceability and customer perceived quality. Out of all these dimensions, there is some mainly elements which is product durability, product variety and product attractiveness have been used to measure the satisfaction of the customers (Khadka & Maharjan, 2017).



## **2.5 CUSTOMER SATISFACTION ON THE QUALITY OF CERAMIC VASE**

### **2.5.1 Quality of Design**

According to Spacey (2017), design is the most important elements to customers. Design is the root of all quality including quality of products, services, experiences, systems and processes. For example, a product with poor design will be low quality even if quality control and quality assurance succeed in producing the design accurately.

The ceramic products used differ in terms of design and motifs as each design has a certain function. Mohamad (2015) stated that flower pots or vases usually have simple design, such as using pistachio and are decorated with bamboo motifs. The bamboo motif is also one of the famous motives among Chinese because vases or flower pots is one of ceramic made by Chinese. In addition, quality of design usually been the first thing to customers take into consideration in to buy a ceramic vase or flower pots.

### **2.5.2 Proper Storage**

All businesses must assess the risks of storing goods and materials and take steps to control them. This is particularly important for businesses such as warehouses, factories, shops and construction businesses. As well as ensuring the fulfil of health and safety, the right approach to storage can also help you reduce pollution, unnecessary wastage and other costs. (Storing goods and materials safely, n.d.).

According to American Institute for Conservation of Historic and Artistic Works (AIC) (2005), ceramic in general should be stored and displayed on sturdy, level surfaces that are secure from bumps and jarring. Besides, object should be covered or enclosed to protect them from dirt and dust. Customers usually take an impression on the proper storage of the products so that they have the faith the product is in good condition. If it is not possible for storage, the pieces can be wrapped in acid-free, lignin-free tissue and stored in acid-free cardboard boxes. Newspaper and acidic newsprint paper can cause discoloration and stains and should not be used for wrapping or long-term storage of ceramic.

### **2.5.3 Packaging**

The common use of packaging includes physical protection which is objects enclosed in the package may require protection from mechanical shock, vibration, electrostatic discharge, compression and temperature (Packaging, n.d.).

According to Gresoi and Protopopescu (2012), packaging should be done carefully using duplex or triplex cardboard and protected each silk crepe paper or corrugated cardboard sleeve. Then stick with gummed tape boxes with warning signs of fragility, that symbol "FRAGILE". As a result, the company that sold the ceramic vase will get the satisfaction of the customers with the good packaging.

#### **2.5.4 Reliability**

Reliability means that the products must be durable or reliable for the customers to purchase some products. The product should not be very easy to break or become useless. They must remain durable to satisfy the customers is to be called as a reliable one (Akrani, 2013). The quality of being trustworthy or of performing consistently well is important to meet the customer satisfaction on the quality of ceramic vases.

The durability of product usually the most important thing to get the reliability of the customers. It is not just that, customers also care about the long-term durability and stability because generally people will not like to purchase a product that does not hold out in long-term.