



**A CASE STUDY OF CUSTOMER PERCEPTIONS IN  
DETERMINING THE PRODUCT QUALITY OF PERODUA CARS**

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## DECLARATION OF ORIGINAL WORK



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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being currently 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.

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## ACKNOWLEDGMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“Praise to Allah, the Merciful, the Beneficent”

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Last but not least, I wish that this project paper would be some information for us about how to properly determine the quality of one product instead of just looking at its appearance

Thank You

Ahmad Fikri Bin Abdul Rashid

## **ABSTRACT**

The objective of this research is to study customer perception towards the quality of Perodua cars among customers around Petaling Jaya, Selangor. The respondent selected were 300 Perodua users in Petaling Jaya area. This study is conducted because; based on the data received from Perodua, the number of customer complaint is increasing year by year and at the mean time, the number of sales is also increasing. So, researcher tend to investigate, why customer still choose Perodua, even though lots of issues has arise. Therefore, four independent variables and one dependent variable will be used to examine what is customer perception. All four independent variables are chosen based from the eight dimension of quality as proposed by Garvin (1987). Quality determinant will be the dependent variable for this study. Based on the finding, it shows that all independent variables have a significant relationship. Moreover, as chose by respondents. For the most crucial determinant will be the serviceability. As for conclusion, Perodua seems to provide a good serviceability to their customers; however, they cannot put interest to customers when it comes to the performance, features and reliability of Perodua cars. To add, Perodua must not overlook about this because, based on the result, only two elements have moderate relationship meanwhile for reliability and performance just have a weak relationship.

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