

**DEALERS' SATISFACTION WITH SERVICE
QUALITY OF PRE DELIVERY INSPECTION AT
HONDA MALAYSIA SDN BHD**

AFEIRA HELENA ZAINUDIN

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of the Requirement for the
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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Afeira Helena Bte Zainudin, (I/C Number: 850331-04-5002)

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: Afeira Helena Bte Zainudin

Date: _____

LETTER OF SUBMISSION

18th NOVEMBER 2008

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
75300 Jalan Hang Tuah
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "DEALERS' SATISFACTION WITH SERVICE QUALITY OF PRE DELIVERY INSPECTION AT HONDA MALAYSIA SDN BHD" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



AFEIRA HELENA BINTI ZAINUDIN
2006820018
Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

Pre Delivery Inspection (PDI) is of the sections at Honda Malaysia Sdn Bhd. Honda has been a strong and aggressive player in the Malaysian automotive market. All cars must be thoroughly inspected at PDI before being delivered to dealers. There are 3 units in PDI which are accessorized and budget, quality and logistic, and operation. This section's function is to deliver quality car to dealers. There are 5 steps before the cars are released from PDI. This process includes receiving, accessorizing, inspection, washing and leak testing and loading. The main purpose of this study is to identify the current level of service quality given by Pre Delivery Inspection (PDI) of HMSB to the dealers, to know which of the 5 dimensions of service quality (tangibles, reliability responsiveness, assurance and empathy) that is the most influence of dealers satisfaction towards services quality provided by PDI of HMSB, to examine the significant relationships between dealer's satisfaction with the 5 dimensions (tangibles, reliability, responsiveness, assurance and empathy) and to give the recommendations for PDI HMSB in order to satisfy the dealers' expectations of the service quality. This research is conducted by using non-probability sampling and the sampling method is convenience sampling. The sampling size would be 50 respondents however only 39 have been answered. It has been taken conveniently at Kah Motor Melaka. From the finding the most influence of dealers' satisfaction towards services quality is assurance. As a conclusion on this research all objectives have successfully been met. Based on the finding, some recommendations have been suggested in order to enhance the dealers' satisfaction.