



**THE INFLUENCE OF PRICE, SERVICE AND PRODUCT QUALITY TOWARDS
CUSTOMER SATISFACTION OF HONDA DEALERS JOHOR BAHRU**

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JANUARY 2012

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Nur Amariah bte Md Ngaripin, (I/C number: 880925235468)

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: _____

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LETTER OF SUBMISSION

5th January 2012

The Head of Program

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE INFLUENCE OF PRICE, SERVICE AND PRODUCT QUALITY TOWARDS CUSTOMER SATISFACTION OF HONDA DEALERS JOHOR BAHRU" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours Sincerely,

NUR AMARIAH BTE MD NGARIPIN

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Bachelor of Faculty Business Administration with (Hons) International Business

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ABSTRACT

In a global scenario, customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. Customer satisfaction also is an important strategic objective for retail and manufacturing industries. In order to survive and achieve profitability, organization needs to respond customer's requirement to satisfy them. Although there are many factors which relate to customer satisfaction, but most of previous empirical research in this field tended to emphasize on only service quality, product quality and price which are critical relating to customer satisfaction.

In order to achieve a quality service organization, commitment from employees and support from all levels of management is necessary. Therefore, it is important for managers who provide goods or services constantly to keep track of information about the company's well-being as far as meeting this customer needs are concerned. Service companies are trying to find ways to improve and provide superior quality service to satisfy their customers. According to Wong and Sohal (2003), he mentioned that customer satisfaction is regarded as a primary determining factor of repeat shopping and purchasing behavior. The greater the degree to which a consumer experiences satisfaction with a retailer, the greater the probability the consumer will revisit the retailer.