

AFTER SALES SERVICE : THE SATISFACTION
OF PROTON SAGA OWNERS

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ABSTRACT

The study looks into the after sales service offered by EON to the Proton owners. Statistics from MMTA shows that the sales of Proton Saga increases yearly and as a result, it has captured half of passenger car market for 1600 cc. This is due to the price which is low and its identity as a National Car.

The study also looks into the network of EON branches, dealers, service centres, part outlets and authorised service centres so as parts outlets.

For the service centres, the study will look into the performance of EON's service centres and the comparison with other service centres

Spare part's market in Malaysia will also be taken into consideration by defining the types of spare parts in the market and its customer.

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1.1 Introduction.

The consumer today is more discerning - and in making a decision to purchase any product be it cars, electrical or electronic goods - he looks not just for a brand name but more importantly the quality of after sales service.

Many a product claiming to have the latest technological innovation has met with a loss in the marketplace because of the manufacturer's or the distributor's inability to ensure an effective after sales service.

In the automobile market, two important questions generally asked by the potential car buyer are :
Will he be able to get his car attended by professionally trained mechanic in the event of a breakdown and will replacement parts be readily available.

Edaran Otomobil Nasional Sendirian Berhad (EON), as the sole distributor of Proton Saga in Malaysia, in order to ensure that every Proton Saga owner are given attention after buying the car, has established a comprehensive network service centre throughout Malaysia.