A STUDY ON CONSUMERS' PERCEPTION OF SERVICE QUALITY AT KAMARUDDIN RAHMAT MOTOR SERVICE CENTER SDN BHD

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EXECUTIVE SUMMARY

Satisfying customers are one of the factors that are being given priority by many service organizations. This study mainly focusing the customers' perception of service quality at KRM Service Center. In service car, industry satisfied customers are very important, as KRM Service Center objective is to have every customer felt satisfied with service provided. In order to understand this perception, a study was conducted towards KRM Service Center. The objective is to identify how satisfy the customer are of providing recommendations as how to build customer satisfaction. In order to gain the relevant data, distribution of questionnaires were being conducted. To support the results gathered; two hypothesis testing was conducted as to support strongly the results gathered from the questionnaires. The scope of study was conducted at KRM Service Center at Section 17.

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CHAPTERS

1.0   INTRODUCTION

1.1   BACKGROUND OF COMPANY

This project paper is mainly focusing on consumers' perception of service quality at Kamaruddin Rahmat Motor Service Center Sdn Bhd. Kamaruddin Rahmat Motor Service Center Sdn Bhd was established on 22nd January 1995 and it has been given a license and recognition by the regulatory of Edaran Otomobil Nasional (EON) to provide services to their customer. Kamaruddin Rahmat Motor Service Center Sdn Bhd was located at No 8, Jalan Tioman Satu, Section 17/58A, 40000 Shah Alam Selangor Darul Ehsan.

KRM Service Center offers 22 types of services to their customer (for further details please refer to appendix 1).

1. 1000 KM (1st Service)

    1.3 & 1.5 – M/T & A/T (1.5 Hour)

2. 5000 KM (2nd Free Service)

    1.3 & 1.5 – M/T & A/T (1 Hour)

3. 10,000 KM (3rd Free Service)

    1.3 & 1.5 – M/T & A/T (1 Hour)

4. Minor Service – 30,000KM / 50,000KM / 70,000KM / 90,000KM

    1.3 & 1.5 – M/T & A/T (1 ½ Hour)