



THE PERCEIVED IMPORTANCE AND EXPECTATION  
SATISFACTION BY DMB BERHAD END USER IN MALAYSIA

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## **CHAPTER 1:**

### **INTRODUCTION**

Customer Satisfaction Measurement is a measure of how a total product performs in relation to a set of customer requirements. There are obviously strong links between customer satisfaction and service importance. Customer perception of service and quality will determine the success of the product or service in the market.

DMIB Bhd (Dunlop Malaysia Industrial Berhad) is a member of the Sime Darby Group, is principally involved in the manufacture and marketing of a wide range of passenger car, 4 wheel drives, truck and bus; agricultural, earthmover, forklift and military run fiat tyres.

Its all began in 1962 when the company then known as Dunlop Malaysian Industries Berhad the first company to answer the government's call for industrialization with the establishment of tyre factory on 35 acre site in Petaling Jaya, Selangor. Malaysia's Prime Minister Yang Teramat Mulia Tuanku Abdul Rahman Putra Al-Haj opened the factory on 2nd March 1963.

At the beginning, Dunlop Holdings in United Kingdom held a 51% controlling interest in Dunlop Malaysia Industries Berhad. Subsequently, the Sime Darby Group

## **TABLE OF CONTENT**

<b>CHAPTERS</b>	<b>PAGE</b>
<b>1.0 INTRODUCTION</b>	<b>1</b>
1.1 Background of Study	4
1.2 Problem Statement	6
1.3 Research Question	8
1.4 Research Objectives	8
1.5 Scope of Study	9
1.6 Limitation of Study	10
<b>2.0 LITERATURE REVIEW</b>	<b>11</b>
<b>3.0 THEORETICAL FRAMEWORK</b>	<b>18</b>
3.1 Summary Discussion	20
<b>4.0 RESEARCH METHODOLOGY AND DESIGN</b>	<b>23</b>
4.1 Description of an Organization	23
4.2 Source of Data	24