A Research about the Customer Preferences towards Malaysian National Cars among the Government Servants at Kota DarulNaim.

Wan Anis Hasma Bt Abu Bakar Sidik
2009444704

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DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITY TECHNOLOGY MARA (UiTM)

I am, Wan Anis Hasma Binti Abu Bakar Sidik, (I/C Number: 880122-29-5184)

(Matrix No: 2009444704)

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 extract have been distinguish by quotation marks and sources of my information have been specifically acknowledgement

Signature: _____   Date: _____

The Head of Program

Bachelor of Business Administration (Hons) Finance

Faculty of Business and Management

Universiti Teknologi MARA Kampus Kota,

15050 Kota Bharu,

Kelantan Darul Naim

Dear Madam,

SUBMISSION OF INDUSTRIAL TRAINING REPORT (FIN 667)

Attached is the project paper titled **"**A Research about the Customer Preferences towards

Malaysian National Cars among the Government Servants at Kota DarulNaim.**".**

This study is conducted in order to fulfil the requirement needed by the faculty of Business

Management Universiti Teknologi MARA.

Thank You.

Yours sincerely

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WAN ANIS HASMA BINTI ABU BAKAR SIDIK
2009444704

Bachelor of Business Administration (Hons) Finance

ACKNOWLEDGEMENT

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِيْمِ

"**In the name of Allah, The most Gracious and Selawat and Salam to His Messenger our Prophet Muhammad SAW.**"

Thanks to mighty Allah that gave me encourage to complete this project paper for this final year. Peace and blessings of Allah be upon His Messenger Muhammad (s.a.w). There are so many people that I would like to give my gratitude to them. First of all, I would like to show my gratitude to my respectable advisor Madam Azmahani binti Yaacob @ Othman. Without she who assists me, this project paper would never be completed. Thank you for your precious guidance, assistance and support that you gave me.

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ABSTRACT

In 1960's, Malaysia government encourage to setting up of automobile assembly plants in Malaysia country. The main objective is to reduce the numbers of import cars to Malaysia and that will help to stabilize the balance of payments, to create employment in Malaysia and also to provide the base transfer of technology. Currently, Malaysia had two automobile companies which are Proton and Perodua. Proton is the first automobile company that establish in 1983 and the first national car produced in 1985 is Proton Saga. Whereas Perodua is the second automobile company that establish in 1993 and the first car produce by Perodua is Perodua Kancil in 1994.

The purpose of this research is to identifying about the most influencing factor of customer preferences towards Malaysia national cars among the government servants at Kota DarulNaim.

The researcher had distributed the questionnaire to 100 respondents that works at Kota DarulNaim. The respondents are randomly selected to take part in this survey. Statistical Package for the Social Sciences (SPSS) was used to analyze the data.

For this research, reliability analysis was used to measure the testing for both consistency and stability. The cronbach's alpha is computed in term of the items in the set are positively correlated to one another. Descriptive analysis was use to examines the general statistics description of variable in the study. Correlation coefficient analysis was used to analyze the strength of the relationship between the two variables.