



**A CASE STUDY BAN HOE SENG AUTO: DETERMINANT OF HONDA DISTRIBUTOR
SELECTION BY CUSTOMER**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
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"DECLARATION OF ORIGINAL WORK"

I, DAYANG IRENE SYAHIRA BINTI BAHAMAN,

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:

Date: 28 JUNE 2018

LETTER OF TRANSMITTAL

21 December 2017

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "A Case Study Ban Hoe Seng Auto: Determinant Of Honda Distributor Selection By Customer" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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ABSTRACT

The problem statement which is on three component which is firm infrastructure, marketing capabilities and logistic capabilities. The objectives of this research is to identify factors that significantly influence the of Honda distributor selection by customer. Other than that, this study tend to identify dominance relationship of selection of Honda distributor selection by customer. For this study, conclusive research design was chosen because this study used existence sampling from previous researchers such as journal, and websites. There are 100 respondents of customer from Ban Hoe Seng Auto Sdn.Bhd for data collections by using online questionnaire. The results prove only firm infrastructure, marketing capabilities and logistic capabilities have the positive relationship with selection distributor in Ban Hoe Seng Auto Sdn.Bhd. The result from second objective is all the dimensions are significant to contribute to selection distributor in Ban Hoe Seng Auto Sdn.Bhd. This study will be benefit to the automotive industries and business practitioners in giving knowledge and telling them that selection distributor by customer will improve their strategies and also important not only in product but also in service sectors. It will also serve as a future reference for researchers on the subject of marketing, management and service quality.

Keyword: *Selection distributor, Firm Infrastructure, Marketing Capabilities and Logistic Capabilities*