

CA 10246  
21/08

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**CUSTOMER SATISFACTION TOWARDS SERVICE CENTRE  
AT PERODUA SALES SDN. BHD. KUCHING BRANCH**

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**MARCH 2002**



## **ABSTRACT**

*Providing a high level of customer satisfaction and service is considered as one of the prime ways to curb or fight against competition. Besides it is one way for the customers to differentiate between the service provided and the customers should determine the service quality.*

*This research is to determine the customer satisfaction on the service with regards to facilities, customer services and service centre locality of Perodua service centre at PSSB Kuching Branch.*

*Finding from the study generally show that customers consider most of the service and facilities provided as average. However, there are certain areas of the service that customers considered as good such as locality, frontline service, availability of waiting room, its cleanliness and entertainment provided, helpfulness of employees and speed of customer service. The critical area which customers considered as poor is the speed of the car service especially during peak hours.*

*Finally, the speed of car service does effect the customer satisfaction and service towards Perodua service centre at PSSB Kuching Branch.*

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# CHAPTER 1

## INTRODUCTION

### 1.1. Background of The Study

At 165 automobiles per 1,000 people, the automobile diffusion rate in Malaysia is among the highest in Asean. National cars account for about 2/3 of the domestic markets due to the policies designed to encourage the two domestic car manufacturers namely Perusahaan Otomobil Nasional (Proton) and Perusahaan Otomobil Kedua (Perodua).

Since national car manufacturers enjoy preferential treatment in relation to excise duty and tariffs on CKD imports, they are able to supply passenger cars at low prices. Proton was initially exempted from CKD tariffs but in 1992 a 13% tariff was imposed. Perodua is exempted from this tariff.

The number of automobiles sold in Malaysia reached 180,000 units in 1991 but then went into temporary decline under the impact of a tight economic policy. Sales began to increase again in 1993 and the 1995 total of 286,000 units was 1.6 times higher than the 1992 figure.

## CHAPTER 2

### LITERATURE REVIEW

According to Kotler et al (Siew Swee and Chin 1996), “ A service is any act or performance that one party can offer to another that is essentially intangible and does not result in ownership of anything. Its production may or maybe not be tied to a physical product ”

For a service company that it provides to its customers are divided into types that are the primary services and secondary services. The primary services forms the product that the company offered to the customers. The secondary services are the back up services or customer service that the company provides.

According to Kotler (1996), customer satisfaction is difficult to measure. First, nobody has discovered how to measure the total satisfaction created by a particular product or marketing activity. Second, the satisfaction that some individual customer gets from the good of a product or service must be offset by the ‘bads’ such as pollution and environment damage. Third, the satisfaction that some people get from status good depends on the fact that few other people have these goods. Thus evaluating the marketing system in term of how much satisfaction it delivers is difficult.