



**CUSTOMER'S ACCEPTANCE AND SATISFACTION
TOWARDS MODENAS MOTORCYCLES
IN SEGAMAT**

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Yours sincerely,

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LIST OF ABBREVIATIONS

GDP	Gross Domestic Products
ASEAN	Association of South East Asian Nations
SPSS	Statistical Package for Social Science
MODENAS	Motosikal dan Enjin Nasional Sdn. Bhd.
EMOS	Edaran Modenas Sdn. Bhd.
AFTA	ASEAN Free Trade Agreement
TQM	Total Quality Management

ABSTRACT

This study was conducted to find out the level of acceptance and satisfaction on consumers toward MODENAS motorcycles in Segamat from various perspectives namely - overall satisfaction, overall dissatisfaction level, satisfaction between gender, satisfaction between types of MODENAS motorcycles, satisfaction between level of incomes, satisfaction between education background, satisfaction between occupations and satisfaction between group ages.

Two types of data were gathered. The primary data obtained through distribution of questionnaires and personal interview, whereas, secondary data was obtained from journals, books, magazines and newspapers. Convenience sampling technique was used to select 80 respondents in Segamat district.

Statistical Packages for Social Science (SPSS) program was used to analyze the questionnaires. From this study it can be concluded that the level of consumer satisfaction towards MODENAS motorcycles is at the above average level.

Hopefully, this research would draw a considerable interest and could be valuable to the new entity to look on how consumers behavior dimensions -acceptance and satisfaction would lead to better understanding and better decision making.