



**"THE STUDY OF CUSTOMER COMPLAINTS
ON KANCIL SERVICES"**

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LETTER OF TRANSMITTAL

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Sir,

Submission of Project Paper

Here with enclosed the project paper entitled "The Study of Customer Complaint on Kancil Services". This research has been conducted as a way to study the customer complaints on Kancil services and quality.

I hope this project paper will fulfill the requirement and meet the objectives of the research besides giving valuable benefit to many parties.

I am to grateful for all your guidance, kindness, and support during the completion of this project paper.

Thank You.

Yours sincerely,



(Faizal Bin Hamid)

ACKNOWLEDGEMENT

IN GOD WE BELIEVE

In the name of Allah, Most Gracious, Most Merciful, with the help and assistance of Him, I have successfully completed this research.

I would like to take this opportunity particularly to my respected lecturer, ^{Mr. N. Azam} ~~En. Noor Azam Bin Abdul Aziz~~ for his kindness and compassion towards assisting me completed my report.

^{Prof Office}
My thanks also go to numerous persons at Perodua Sales Sdn. Bhd. especially to En. Ahmad Suhaimi Anuar, as Marketing Manager; En. Mat Rani Hj Tahir and Cik Haryati Taha as Advertising & Promotion Senior Executive; Mohd Farid Sari and Norazlinda Mahadi as Administration Assistant for giving me the golden opportunity discover the extensive knowledge on Marketing aspects.

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ABSTRACT

To reduce the number of complaints and increase number of satisfaction, they company must develop methods to effectively handle individual complaints as they occur and make strategic changes in business practices to reduce complaints over time.

Statistical Programme Software System (SPSS) version 9 was used in order to get the accurate data from Faculty of Quantitative Science and Information Technology, laboratory 7 and 8, MARA University of Technology, Shah Alam, Selangor.

Excellent services provided to the Kancil owners are needed in realizing full potential for the company. The ability of an organization to earn positive word-of-mouth or goodwill by its customers is on the services provided. Therefore, long waiting time or delivery of the car, Sales Personnel behaviors at Branches and Dealers in communicating and interaction between the service providers and customers should be avoided. Qualities of Kancil also are the key factors to the company to ensure the performance, engine and safety features of the car.

These are essential in order to earn high reputation that reflects the organization's credibility, thus attracting customers and prospective business partner. Customer complaints will give a beneficial profitability and goodwill to the company to seek their weakness and improve their performance in order to give better services to the customers.