



**CUSTOMER ATTITUDE TOWARDS PROTON CAR: IN THE CASE OF NEW  
PROTON SAGA**

**SYED ADIB BIN SYED SALLEHUDDIN**

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## **ABSTRACT**

Regarding on this thesis, it contain analysis about the customer attitudes towards purchasing Proton car. To make it more detail, the scope is narrow don on New Proton Saga that is one of the new models of Proton car. The customer attitudes towards car is basically a particular set of belief and thoughts/feelings that can lead to any conduct towards a particular product. There are many variables that can influence customer attitude. Ultimately, the attitude form will be spread out thus sooner or later it will effect on the sales of the product itself. Proton has been dropping in sales since few years and it can be said the many people look down on Proton thus this affecting the sales itself. This purpose of this study is to study the relationship between brand image, perceived quality and perceived value towards purchasing New Proton Saga. A survey is conducted using convenience sampling and where 150 respondents were involved in this study. The researcher used quantitative method in order to obtain the findings. The finding results based on the Cronbach's alpha is more than 0.6 which means the questionnaire used is valid to use. From multiple regression analysis, the result showed that there exist positive relationship between the three variables used in this study.

**KEYWORDS:** Automotive, Proton, Customer Attitude, Brand Image, Perceived Value, Perceived quality

## **CHAPTER 1: INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

The economic improvement of automobile industry was starting in the pre-globalisation era and was considered as the 'industry of industries' implying that it could drive industrialisation ahead because of its linkages and overflow consequences of manufacturing industries (Dicken, 2007) however, due to economic systems and progression were fundamentally outlined by national borders. The automotive sector is quickly expanding its piece of the overall industry worldwide in recent years thus leading to a direct result of different business strategies via car producer such as concentration on small cars and fuel efficient cars having a low market value that are focused to catch the most extreme market (Kushwaha & Sharma, 2016).

The Heavy Industrial Policy in the early 1980s has triggered the change in the development of industry strategy in Malaysia where the focus has shifted towards building a nationally owned and controlled automotive industry (Wad & Govindaraju, 2011). Malaysia has built up the automobile sector to help decrease the impacts of unpredictable changes in elastic and palm oil costs on our economy and also to abstain from having a colossal exchange deficiency because Malaysia believes that a solid automobile industry brings employment, innovation and status (Wad & Govindaraju, 2011). The initiation of the first national automotive project, PROTON, in 1983 with the development of a joint venture between the Heavy Industry Corporation of Malaysia (HICOM), Mitsubishi Motor Corporation (MMC) and Mitsubishi Corporation (MC) of Japan was the Malaysian government's endeavour to establish local content, rationalise the business to accomplish