

UNIVERSITI TEKNOLOGI MARA

DIGITAL BUILDERS SDN BHD (DBSB)

“Customer Service as a Competitive Advantage”

A STUDY ON CUSTOMER’S PERCEPTION

TOWARDS DBSB SHELL GAS

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ABSTRACT

In today's competitive marketplace, service provider like Digital Builders Sdn Bhd (DBSB) Shell Gas must provide products and services that improve their customer's competitive performance and business results. They must exceed customer perception and expectation. To survive and grow, DBSB Shell Gas needs satisfied and loyal customers.

This research is attempted to studying the customer's perception towards DBSB Shell Gas services, to study and analyze current marketing strategy and customer service practice and to formulate new strategies and a plan of action to improve good perception towards DBSB Shell Gas.

The study identified a number of findings related to the perception of customers regarding the DBSB Shell Gas products, services and promotional strategies. Some of the most relative findings indicate that customers still perceived the DBSB Shell Gas overall services as Good services. A positive feedback has been received regarding the Authorized dealer Mobile Vehicles for LPG delivery services as a type of delivery that customer most prefer. Finally, customers feel that the friendly delivery staff and safety services influence them in deciding their LPG Gas purchases.

DBSB Shell Gas has to do their best to retain their customers and to make utmost use of Customer services as competitive advantage. To do this, DBSB Shell Gas has to be committed and have to ensure that Customer services should be used not only to create good perception and retain customers, but with the customers, benefiting from their feedback.



TABLE OF CONTENTS	PAGE
Title Page	i
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement	iv
Abstract	v
List of Figures	vi
List of Tables	viii
List of Abbreviations	x
1.0 INTRODUCTION	
1.1 Background of Study	1
1.1.1 Company Background	1
1.1.2 Digital Builders Sdn Bhd – as Dungun’s Shell Gas Distributor	2
1.1.3 DBSB Vision & Mission	4
1.1.4 DBSB Corporate Values	5
1.1.5 Company Address	5
1.1.6 Scope of Services	6
1.1.7 DBSB Shell Gas Marketing Strategy Implementation	9
1.1.8 DBSB Shell Gas Training Programs	11
1.2 Scope of Research	13
1.3 Research Problem	14
1.4 Research Objectives	15
1.4.1 General Objective	16
1.4.2 Specific Objectives	16
1.5 Significant of the research	17

1.6	Limitation of Researchers	18
2.0	LITERATURE REVIEW	
2.1	Perception	19
2.2	Promotion	22
2.3	Services	27
3.0	METHODOLOGY & RESEARCH DESIGN	
3.1	Introduction	28
3.2	Research Design	28
3.3	Sampling Technique	28
3.4	Method of Analysis	30
3.5	Limitation of Survey	30
3.6	Primary Data	31
3.7	SWOT Analysis	34
3.8	Secondary Data	35
4.0	FINDING ANALYSIS	
4.1	Discussion and SWOT Analysis	40
4.2	Questionnaire Analysis	44
	4.2.1 Section One: General Question	45
	4.2.2 Section Two: Product & Services	56
	4.2.2 Section Three: Promotion	62
5.0	CONCLUSION & RECOMMENDATIONS	67
	BIBLIOGRAPHY	
	APPENDICES	