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DIPLOMA IN PUBLIC ADMINISTRATION

RESEARCH METHODOLOGY

PAD 340

THE PERCEPTION OF THE PUBLIC TOWARDS AUTOMOBILES  
FEATURES IN MALAYSIA: A CASE STUDY AMONG THE  
SEMESTER FIVE AND SIX DIPLOMA IN PUBLIC ADMINISTRATION,  
UiTM SAMARAHAN STUDENT

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## **ABSTRACT**

This study was done to observe and analyze the quality of the automobile brands in Malaysia. It also aims to see whether it's complying with the satisfaction among the UiTM Samarahan students. It believes that, car is the one of the important transportation for the students to use especially for non- resident students. We also compare local cars brands with the import cars brands in Malaysia. Through this research, we find the satisfaction towards automobile brands in Malaysia.

## CHAPTER 1: INTRODUCTION

### 1.1 INTRODUCTION

Malaysia has among the highest number of car owners in the Asia Pacific region at 67 percent. Mariani Ahmad. (December 2008). Automobile. Cleo magazines, 50, page 80-82. Definition of automobiles is a self-propelled passenger's vehicle that usually has four wheels and an internal engine, used for land transport.

The modern automobile is a complex technical system employing subsystems with specific design functions. Some of these consist of thousands of component parts that have evolved from breakthroughs in existing technology or from new technologies such as electronic computers, high-strength plastics, and new alloys of steel and nonferrous metals. While, vehicles design depends to a large extent on its intended use. Automobiles for off-road use must be durable, simple systems with high resistance to severe overloads and extremes in operating conditions. On the other hand, products those are intended for high-speed, limited-access road systems require more passenger comfort options, increased engine performance, and optimized high-speed handling and vehicle stability. Then, a wide range of engines has been used experimentally and in automotive production. The most successful for automobiles has been the gasoline-fueled reciprocating-piston internal-combustion engine, operating on a four-stroke cycle, while diesel engines are widely used for trucks and buses. Most recently, sophisticated electronic alarms, some of which incorporate radio beacons, and more tamper-resistant wiring and electronic locks have been produced. Through the use of wireless technology, vehicles equipped with Global Positioning System (GPS) satellite navigation systems may be tracked and recovered when stolen.

For the information, from its beginning the automobile posed serious hazards to public safety. Systems for protecting occupants in the event of an accident fall into four major classes. There are maintenance of passenger-compartment integrity,