



**A STUDY ON THE EFFECTIVENESS OF THE RECEPTION PROCESS
AT PERODUA KUCHING SERVICE CENTER**

ASMARA BT ABDUL RAHMAN

2004247549

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**FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
KOTA SAMARAHAN**

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TABLE OF CONTENTS

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CHAPTERS

1.0 INTRODUCTION

1.1	Overview	1
1.2	Background of the Study	2
1.3	Problem Statement	7
1.4	Research Objective	8
	1.4.1 Research Question 1	
	1.4.2 Research Question 2	
	1.4.3 Research Question 3	
1.5	Limitation	9
1.6	Significance of the Study	10
1.7	Definition of Terms	10

2.0 LITERATURE REVIEW

2.1	Introduction to Quality	12
2.2	Service Quality	12
2.3	Service Encounter	14
2.4	Service Performance	16
2.5	Total Quality Management	18

3.0 RESEARCH METHODOLOGY

3.1	Introduction	20
3.2	Research Design	20
3.3	Sampling Design	22
3.4	Sample Size	23

CHAPTER 1

AN OVERVIEW

1.1 INTRODUCTION

As a consequence of today's highly competitive automobile market, customers have come to expect after sales operations of a level never before experienced. Research has confirmed the strategic benefits of quality programs and better quality is proven to contribute to greater market share and return on investment (Cole, 1992; Philips et al., 1983), lower manufacturing costs; improve productivity (Garvin, 1983) and improve the area of strategic performance(Zhang, 2000). By establishing a Service Quality is a key strategy for maintaining competitive advantage and is a way of managing organizations to improve its overall effectiveness and performance towards achieving customer satisfaction. Meeting the varied customers' needs and wants was crucial in quality determination. As service itself is intangible, employees are responsible for transforming the service into concrete offering and thus they are called the bearers of the service (Gronroos, 1978). The quality employee-customer interaction are crucial in determining favorable service encounters and creating satisfying experience for the value customers (Schneider and Bowen, 1993; Bitner et al, 1994). The adoption of a quality management should be a strategic decision of an organization. The design and implementation of an organization's quality management system is influenced by varying needs, particular objectives, the product provided, the processes employed and the size and structure of the organization. For an organization to function effectively, it has identified and manages numerous linked activities.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION TO QUALITY

According to James R. Evans and William M. Lindsay, (2005), *The Management and Control of Quality*, ‘Today, we generally do not hear about quality in business, except when things go wrong. We believe that less attention is paid to quality today as the result of two forces – a “good-news, bad news” type of story. The good news is that the principles of quality that were new to many organizations in the early 1980s have become a common part of routine management practice; the bad news is that without a conscious focus on it, it is easy for quality to slip by the wayside.

2.2 SERVICE QUALITY

Perceived service quality has been defined as a global judgment or attitude relating to the superiority of a service (Zeithamal and Bitner, 2000); the majority of research on service quality has been built around the SERVQUAL (Parasuraman et. al., 1988) methodology. The SERVQUAL model suggests that service quality can be measured by identifying the gaps between customers’ expectations and perceptions of the performance of the service. Parasuruman *et. al.* (1988) also suggested that service quality was a multi-dimensional concept consisting of five dimensions: reliability, assurance, tangibles, empathy and responsiveness. Reliability refers to the ability to perform the promised service dependably and accurately; assurance refers to the knowledge and courtesy of employees and their ability to convey trust and confidence; tangibles refers to the appearance of the physical facilities, equipment, personnel and communication materials; empathy refers to the provision of caring, individualized attention to customers; and responsiveness refers to the willingness to help customers and to provide prompt services. Lewis and Booms (1983) first define

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter describes the methodology that was be used to complete this study. The study was gather the data from the *Primary data*, data gathered and assembled specifically for the research project at hand which cover in the research design, instrumentation, sampling technique, sample size, data collection method, data analysis and ethical issues. *Secondary data* that have been previously collected for some project other than the one at hand. The data can almost always be gathered faster and at a lower cost than primary data. The data from secondary data that can classified as internal to the organization or external. For the study both type of data is apply. Internal data are data created, recorded, or generated by the organization. Information recorded from routine sources document such as Customer service index report and Service performance report. External data sources are created, recorded, or generated by an entity other than the researcher's organization. It such as media sources from broadcast and print media that includes magazine, journals, articles and internet.

3.2 RESEARCH DESIGN

In research design, the specific method and procedures for collecting and analyzing needed information is conduct. For this research, the study was use explanatory and descriptive research. The *explanatory research* is initial research conducted to clarify and define the nature of problem, such as diagnose the dimension problem so that successive research project will be on target meanwhile the *descriptive research* is to describe the characteristics of an existing phenomenon, such