



A STUDY ON FACTORS THAT  
INFLUENCING (SALESPERSON  
PERFORMANCE) AT  
PERODUA PACCAR MOTORS

SITI ZULAIKHA KEFLY  
2004610796

BACHELOR BUSINESS ADMINISTRATION (HONS)  
MARKETING  
UNIVERSITI TEKNOLOGY MARA TERENGGANU  
KAMPUS DUNGUN

APRIL 2007

## **ACKNOWLEDGEMENT**

By the name of Allah the compassionate and the Almighty

First and foremost, I would like to express my deepest gratitude to Allah SWT for health and strength given to me throughout the completion of this project paper.

I would like to express my hearties and appreciation to my respective advisor, Tuan Haji Zainuddin Zakaria for his encouragement, guidance, comments and advices in preparing and completing this project paper. Also to my second examiner, Puan Muhazita Alias for evaluating this project paper.

I extend my truthful thanks and gratitude to my beloved parents for their continuous support and for my friends, my deepest appreciation to you all in supporting and sharing the ideas and opinion.

To all the people at Perodua Paccar, especially to Cik Hamidah Maarus, thank you for supervising me and all the co-operation in providing related information and skillful assistance.

I hope this project paper will be beneficial to all. Thank you.

## TABLE OF CONTENTS

DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	
LIST OF TABLES	iv
LIST OF FIGURES	iv
ABSTRACT	vi

### **1.0 INTRODUCTION**

1.1	Scope of Study	1
1.2	Background of Company	2
1.3	Problem Statement	4
1.4	Objectives of Study	5
1.5	Significance of Study	6
1.6	Hypotheses	7
1.7	Limitations of Study	8
1.8	Theoretical Frameworks	9
1.9	Definition of Terms	10

### **2.0 LITERATURE REVIEW**

2.1	Introduction	12
2.2	Salesperson Performance	13
2.3	Customer Service	15
2.4	Behavior Performance	17
2.5	Sales Training	19

### **3.0 RESEARCH METHODOLOGY AND DESIGN**

3.1	Introduction	21
3.2	Sampling Procedure	21
3.3	Data Collection Method	23
	3.3.1 Primary Data	
3.4	Procedure for Data Analysis	24

### **4.0 FINDING AND DATA ANALYSIS**

4.1	Introduction	26
4.2	Reliability Statistics	26
4.3	Frequency Statistic	27
4.4	Correlation of Coefficient	30

### **5.0 CONCLUSION AND RECOMMENDATION**

5.1	Introduction	33
5.2	Conclusion	33
5.3	Recommendations	34

BIBLIOGRAPHY

APPENDICES

## ABSTRACT

*This paper that was studied at Paccar Motors Sdn Bhd, aimed at factors that most influencing the salesperson's performance in order to enhance their selling effectiveness towards Perodua cars' customers. Focusing on the consumers of Perodua cars in Besut area, sample size of 103 respondents from the total customer of 140 were selected to involve in my study. This sample size is appropriate for a given population according to Sekaran (2000).*

*This research study is important because evaluating the salespersons are needed since Paccar Motors is the car dealer of Perodua Sdn Bhd and the relationship between customer-salesperson is the most key to boost the sales level as well as better performance among salespersons. With the assumption that salesperson's behavior performance, customer services provided and sales training will effect in selling effectiveness, thus, the need to evaluate these factors are required. Common method used in collecting the data is questionnaire.*