

**A STUDY ON COMPARATIVE CONSUMER  
PERCEIVED SATISFACTION BETWEEN  
NATIONAL AND IMPORTED CARS**

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**LETTER OF TRANSMITTAL**

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**Re: SUBMISSION OF PROJECT PAPER**

Your attentions are required for the above matter.

In order to fulfill the course requirement for BBA (Hons) Marketing, I would like to submit my project paper entitled "A Study on Comparative Consumer Perceived Satisfaction Between National and Imported Cars". I hope this project paper will fulfill the course requirement.

I would like to thank for the guidance that you have gave along the preparation of the project paper.

Thank you.

Yours sincerely,

.....  
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## **ABSTRACT/PRELUDE**

As a car manufacturer that deal with the customer, PERUSAHAAN OTOMOBIL NASIONAL BERHAD (PROTON) tries to provide good products and services in order to get good response from its customers. The ability to provide good and efficient product as well as services is a fundamental improvement especially in enhancing customer satisfaction and maintaining customer loyalty. In this context, the purpose of this research is to make a comparison of consumer satisfaction and the products as well service systems of Proton as compared to the other manufacturer of imported cars. This research focused mainly on the responses of the consumer in Malacca. It is inevitable that Proton must undertake an efficient and effective action in improving its products and services in order to regain its competitiveness. By the end of the research, I would like to make useful recommendation that will be able to sustain the good response for Proton products and its services.

For the purpose of this study, the exploratory research was used. Basically the comparison is made Between Proton WAJA and three other imported cars namely as Honda Civic, KIA Spectra and Nissan Sentra. The cars selected are based on the best sales performance in 2002 and in the same total displacement (cc). Judgmental and convenience sampling size have been utilized with 60 respondents as the sample size. Questionnaires were distributed as the survey instrument; besides conducting interviews as the source of primary data. Other reliable resources would serve as secondary data. The data will be interpreted by using SPSS program.

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