

**PERCEIVED CUSTOMER SATISFACTION ON
PERUSAHAAN OTOMOBIL KEDUA SDN BHD
(PERODUA) PRODUCTS AND SERVICES**

**NURUL ASYIQIN SAADUN
2005752039**

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2008

ACKNOWLEDGEMENTS

Alhamdulillah and a million of thanks to Allah S.W.T for giving me the inner strength, skills and ideas in completing this project paper, so as to fulfill of the requirement of faculty in obtaining the Bachelor in Business Administration (Hons.) Marketing.

Firstly, I would like to express my deepest gratitude to my respectable advisor, Associate Professor Zaihan Binti Abdul Latip, who has tirelessly guided me during the course of this research. She has provided me with his constructive views and full professionalism without which this project would not be complete. As well as Mr. Nordin Bin Yahaya as my second advisor, who has given me the most beneficial assistance and offered many comments and suggestions throughout the development of this study.

My deepest appreciation also to the personnel of PERODUA Manufacturing Sdn Bhd especially Mr. Abidullah Mohd Omar, Deputy General Manager Corporate Planning, Mr. Saiful Azhar Mohd, Senior Manager Corporate Affairs, Mr. Rosli Md Dom as my supervisor, and other staff, Mrs. Rogayah, Mr. Syed Ibrahim, Mrs. Nazlina, Mr. Zuki and all Corporate Affairs staffs for his endless support and assistance during the duration of my practical period. Not forgetting my parents, Saadun Bin Harun and [REDACTED] as well as my siblings, Nurul Hafizah, Samsul, Safwan, Ayuni and Thaqif for their moral and financial support in completing my education.

TABLE OF CONTENTS

CONTENT	PAGE
DECLARATION OF ORIGINAL WORK	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	viii
LIST OF FIGURES	x
ABSTRACT	xi
CHAPTER 1: INTRODUCTION	
1.0: Background of Study	1
1.1: Background of Company	2
1.2: Problem Statement	7
1.3: Research Questions	10
1.4: Research Objectives	10
1.5: Research Hypothesis	11
1.6: Scope of Study	11
1.7: Significance of Study	12
1.8: Theoretical Framework	13
1.9: Limitations of Study	14
1.10: Definition of Terms	15
CHAPTER 2: LITERATURE REVIEW	
2.0: Overview	17
2.1: Customers' Perception	18
2.2: Product Attributes	23
2.3: Product Quality	25
2.4: Product Features	29

2.5: Product Design	31
2.6: Customer Service	32
2.7: Customer Satisfaction	35

CHAPTER 3: RESEARCH METHODOLOGY

3.0: Introduction	42
3.1: Research Design	42
3.2: Population	43
3.3: Sampling	
3.3.1: Sampling Frame	44
3.3.2: Sampling Technique	
3.3.3: Sampling Size	45
3.4: Data Collection Method	
3.4.1: Primary Data	46
3.4.2: Secondary Data	47
3.5: Questionnaire Design	47
3.6: Data Analysis and Interpretation	49

CHAPTER 4: DATA ANALYSIS

4.0: Introduction	50
4.1: Reliability Test	50
4.2: Respondent Profile	51
4.3: Vehicle Ownership	55
4.4: Overall Customer Satisfaction	58
4.5: Product Quality	60
4.6: Product Features	61
4.7: Product Design	62
4.8: Customer Service	63
4.9: Relationship between Variables	66
4.10: Correlations between Variables	70
4.11: Cross Tabulation Analysis of Selected	74

ABSTRACT

In the fiercely competitive arena such as automotive industry, it is common sense that the vehicle manufacturers seek features for their new models that would enable them to stand out from those of their rivals.

This research is about a study on perceived customer satisfaction on PERODUA products and services towards product quality, product features, product design and customer service in order to better understand customers' perception. The objectives of this research is to identify the current level of customer satisfaction, to identify the relationship between variables, to determine the difference in satisfaction customers have on PERODUA products and services and lastly to provide recommendation on products and services improvement.

The questionnaires are being distributed to 50 users of PERODUA products and services. The data obtained using two methods that are primary and secondary data.

Once the necessary data has been collected, the data were being analyzed and summarized in a readable and easily interpretable form using the Statistical Package for the Social Science (SPSS) version 15.0. The results are in the form of reliability testing, frequency, cross-tabulation and correlation. From the findings, the conclusion can be made whether customers are satisfied with the product quality, product features, product design and customer service of PERODUA and to provide recommendations based on findings.