

**ADDING CUSTOMER VALUE IN SERVICE  
QUALITY IN AUTOMOTIVE ASSEMBLE COMPANY**

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**SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENT FOR THE  
BACHELOR BUSINESS ADMINISTRATION  
(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**2007**

## DECLARATION OF ORIGINAL WORK



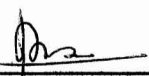
### BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING UNIVERSITI TEKNOLOGI MARA MELAKA

#### “DECLARATION OF ORIGINAL WORK”

I, MUSLIHAH BT MUSTAFA FERKERI, (I/C Number: 850308-10-5468)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 11 MAY 2007

## LETTER OF SUBMISSION

11 May 2007

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business management  
Universiti Teknologi MARA  
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Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "ADDING CUSTOMER VALUE IN SERVICE QUALITY IN AUTOMOTIVE ASSEMBLY COMPANY" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



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## ABSTRACT

This research has been conducted for the purpose of "Adding Customer Value in Service Quality in Automotive Assemble Company". In this research, the main problem is that the company only receives a small increment in terms of profit every year even though they receive a lot of projects from their customers.

The main objective of this research was to determine the current level of customer value in HW Sinaran Engineering (Asia) Sdn. Bhd and to determine the relationship between service quality elements and customer value. Moreover this research is conducted to determine the strong and weak factors that influence the service quality most. For the purpose of the study, a descriptive research design has been adopted.

The 50 respondents of the study were HW Sinaran Engineering customers in the Klang Valley and Tanjung Malim area. The researcher has used simple random sampling as the sampling technique. In this study, descriptive statistics had been used to interpret the data such as reliability test, frequency analysis, cross-tabulation analysis and descriptive analysis. 60 questionnaires were distributed and only 50 respondents gave feedbacks.

From the findings, the respondents are satisfied with the current level of HW Sinaran Engineering service quality. From this research also, the researcher found that the strong factors that influence the service quality is reliability and assurance. Furthermore, from the cross-tabulation analysis it shows which company and departments are satisfied with HW Sinaran Engineering service quality in terms of providing customer value to them. Finally, this research also found which elements in service quality that influences customer value the most.