



**CASE STUDY: CUSTOMERS SATISFACTION TOWARDS MERCEDES-BENZ'S AFTER  
SALES & SERVICES**

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MAY 2010

**CUSTOMERS SATISFACTION TOWARDS MERCEDES-BENZ  
AFTER SALES & SERVICES**

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

**FACULTY OF BUSINESS MANAGEMENT  
UITM, BANDAR MELAKA**

**MAY 2010**

## LETTER OF TRANSMITTAL

DATE 12 May 2010

**Puan Anidah bin Aziz**

Advisor Project Paper (MKT 660)  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
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75200, Melaka.

Dear Madam,

**SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper entitled” **CUSTOMERS SATISFACTION TOWARDS MERCEDES-BENZ AFTER SALES AND SERVICES**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely,

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FAZLI SHAH BIN SIMPON  
2007136107  
Bachelor of Business Administration (Hons) Marketing

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
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KAMPUS BANDARAYA MELAKA**

### “DECLARATION OF ORIGINAL WORK”

I, **Fazli Shah bin Simpon**, (I/C Number: **850530-10-5637**)

Hereby declare that,

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# ABSTRACT

Customer satisfaction towards the level of service in product and service base business had been taking into deeper understanding in the recent years to improve the company's performance and to understand the critical areas in consumer's minds towards which factors contributes to a good service. This case study focuses on identifying the level of customer satisfaction towards After Sales and Services provided by Mercedes-Benz Malaysia. Service business always encountered problems of service effectiveness, quality of service and how to increase the productivity from time to time. Taking the customer's points of view and opinions from the experts from Mercedes-Benz Malaysia, this study hoping to understand what is the level of customer satisfaction towards Mercedes-Benz Malaysia, how to create the awareness for the service provider on the importance of understanding the customer's policy and standard, consequently learning to improve the level of satisfaction of the Mercedes-Benz's customers.