



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

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)
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MELAKA

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

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA CITY CAMPUS

2009



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“DECLARATION OF ORIGINAL WORK”

I, Hashidah binti Harun, (I/C: 841116-01-6220)

Hereby, declare that:

- This work has not previously been 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 where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

5TH NOVEMBER 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Melaka City Campus
Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "PERCEIVED CUSTOMER SATISFACTION TOWARDS PERUSAHAAN OTOMOBIL KEDUA SDN BHD (PERODUA) PRODUCTS AND SERVICES" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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ABSTRACT

This case studies the way in “Perceived Customer Satisfaction towards Perusahaan Otomobil Kedua Sdn Bhd (Perodua) Products and Services”. Customer satisfaction is a function of the discrepancy between a consumer’s prior expectations and his or her perception regarding the purchase. Satisfaction is a major driver of customer retention and loyalty, and therefore achieving high consumer satisfaction is a key goal of practitioners. The elements that contribute in customer satisfaction are product quality, product features, and product design and customer services. The purpose of the study is to explain the importance of understanding customer satisfaction towards products and services of Perodua. For these studies, collection data will use both technique which primary data and secondary data. This study will based on findings such as figures that are related to Perodua sales volume, volume totals industry vehicles and others which are related to customer satisfaction which will help these studies, and there have some recommendations that can help in improving the customer satisfactions on Perodua products and services.