



PERCEPTION OF PERUSAHAAN OTOMOBIL KEDUA SDN BHD
(PERODUA) ON CUSTOMER LOYALTY TOWARDS
THEIR PRODUCTS

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(Hons) Marketing

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UiTM, BANDAR MELAKA

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“DECLARATION OF ORIGINAL WORK”

I, Radziah Binti Md Ridzuan, (I/C Number: 840129 – 01 – 5070)

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: 5th November 2009

LETTER OF SUBMISSION

5th November 2009

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 662)

Attached is the project paper titled "CUSTOMER AWARENESS AND PERCEPTION TOWARD HYDROPONICS" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

(RADZIAH BINTI MD RIDZUAN)

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Abstract

This case studies the way in “Perception of Perusahaan Otomobil Kedua Sdn Bhd (PERODUA) On Customer Loyalty towards Their Product”. Loyalty is the crucial elements for every organization. The cost of selling to new customers is much higher than the cost of selling the existing customers. Therefore, it is important for the company to foster customer loyalty. Furthermore, element contribute in customer loyalty is trust, commitment, communication and conflict handling have been identified in order to investigate whether or not these element have significant relationship with customer loyalty. The objectives of this case study are to determine the level of customer loyalty and its elements towards Perodua Manufacturing Sdn. Bhd towards their product. This is important to Perodua Manufacturing Sdn. Bhd (PMSB) as it will help them determine the main problems faced by their company in other to retain customer loyalty and the organization profitability will increase day to day. Furthermore, organization performance will success effectively and efficiency. An organization will increase their profitability as long as customer loyalty towards with their brands. In order to complete this case study, interview is way to get the information needs is relevant, accurate, reliable, valid, current and actionable information. The respondent for this interview is for those which had experience in using PERODUA products (cars) as their daily transportation. For collection data, will use both technique which primary data and secondary data.