



**CUSTOMER SATISFACTION OF PROTON CAR  
MODELS IN JOHOR BAHRU AREA**

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**THIS THESIS IS SUBMITTED TO THE FACULTY  
OF BUSINESS MANAGEMENT, UNIVERSITI  
TEKNOLOGI MARA IN PARTIAL FULFILMENT  
OF THE REQUIREMENTS FOR THE DEGREE  
OF BACHELOR OF BUSINESS  
ADMINISTRATION (HONORS) IN MARKETING**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SEGAMAT CAMPUS  
JOHOR BRANCH**

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## LETTER OF TRANSMITTAL

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11 March 2002

Puan Che Faridah Binti Che Mahmood  
Project Advisor  
Faculty of Business Management  
Universiti Teknologi MARA  
85009 Segamat,  
Johor Darul Takzim

Dear Madam,

**RE: SUBMISSION OF FINAL REPORT**

The above matter refers.

Attached herewith is the final project entitled "**Customer Satisfaction of Proton Car Models in Johor Bahru area**" for your kind perusal. I hope that the report will fulfill the requirements as needed by the Faculty of Business Management.

Your kindness to accept the report is very much appreciated.

Thank you

Yours sincerely

  
Nik Syuhailah Nik Hussin  
UiTM No. 98518244

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SEGAMAT

BACHELOR OF BUSINESS ADMINISTRATION (HONORS) MARKETING

DECLARATION OF ORIGINAL WORK

I, NIK SYUHAILAH BINTI NIK HUSSIN I/C NO. 740702-03-5368 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 degree
- This project is the result of my independent work investigation, except where otherwise stated
- All verboten extracts have been distinguished by quotation marks and source of information has been specifically acknowledged.

Signature:



Date: 11 MARCH 2002

## ACKNOWLEDGEMENT

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Once again, thank you to all of you.

**NIK SYUHAILAH NIK HUSSIN**

**UITM Segamat, Johor**

**March, 2002**

## ABSTRACT

A car as defined by Oxford Dictionary is a motor vehicle with wheels for carrying passengers. Proton Cars are the Malaysian National Car manufactured by PROTON with the objective to:

- a) rationalize the local automotive industry
- b) spearhead the development of a local component industry and to enhance greater use of local components
- c) encourage the upgrading of technology, engineering knowledge and technical skill of the country's workforce
- d) assist and develop Bumiputra (the indigenous people in Malaysia) participation in the automotive industry.

At present, most cars on the road in Malaysia are dominated by Proton cars. PROTON has also tapped / penetrated overseas market such as United Kingdom, Singapore, Brunei, America and many other countries due to its product design, price affordability as well as promotional strategies carried out in respective countries. In Malaysia, most people buy Proton Cars because of many factors. For instance "sense of patriotism", affordability and Proton quality. These factors are said to satisfy the needs and wants of the customers.

This study will examine closely on the level of satisfaction of Proton Car in Johor Bahru area. It will look upon the 4P's namely Price, Place (after sales service and service center), Promotion (brand name and promotional package) and product quality (additional special feature, reliability and durability).

The study discovered that the level of satisfaction of Proton Car is average. Thus it is indeed advisable for PROTON to find various means and keep their existing customers satisfied and to attract potential customers into buying Proton Cars and at the same time to remain the competitive with the rest of imported cars.