

DETERMINANTS OF DEALER SUPPORT FACTORS
IN DEALER-SUPPLIER RELATIONSHIP
SATISFACTION.



INSTITUT PENGURUSAN PENYELIDIKAN
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR
MALAYSIA

DISEDIAKAN OLEH:

RAMLI BIN SAAD
NOORAIN BINTI OMAR
MOHD ZULHELMEY BIN ABDULLAH

JULY 2015

Ruj. Kami : 600-UiTMKDH (PJI.5/4/1)
Tarikh : 25 Julai 2013

Encik Ramli Saad
Pensyarah
Jabatan Pengurusan Perniagaan
UiTM Cawangan Kedah

Tuan/Puan

KELULUSAN PERMOHONAN DANA KECEMERLANGAN 01/2013

| | | |
|--------------------|---|---|
| Tajuk projek | : | Determinants Of Dealer Support Factors In Dealer- Supplier Relationship Satisfaction And Continuity |
| Kod projek | : | 600-UiTMKDH (PJI.5/4/1/11/13) |
| Kategori perprojek | : | Kategori B (2013) |
| Tempoh | : | 1 Ogos 2013 – 30 Julai 2014 |
| Jumlah peruntukan | : | RM 5, 000.00 |
| Ketua projek | : | Encik Ramli Saad |

Dengan segala hormatnya perkara di atas adalah dirujuk.

Sukacita dimaklumkan bahawa pihak Universiti telah meluluskan cadangan penyelidikan tuan/puan untuk membiayai projek penyelidikan di bawah Dana Kecemerlangan UiTM.

Bagi pihak Universiti kami mengucapkan tahniah kepada tuan/puan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.

Untuk tujuan mengemaskini, pihak tuan/puan adalah diminta untuk melengkapkan semula kertas cadangan penyelidikan sekiranya perlu, mengisi borang setuju terima projek penyelidikan dan menyusun perancangan semula bajet yang baru seperti yang diluluskan.

Sekian, Terima kasih.

“Transformasi Berkualiti Ke Arah Kecemerlangan”

Yang benar



PROF. MADYA DR. HAIDAR DZIYAUDDIN
Rektor
UiTM Cawangan Kedah

TABLE OF CONTENTS

| | Page |
|--------------------|------|
| Group Members | i |
| Acknowledgement | ii |
| Table of Contents | iii |
| List of Tables | vii |
| List of Figures | viii |
| List of Attachment | ix |
| Abbreviations | x |
| Abstract | xi |

CHAPTER ONE: INTRODUCTION

| | | |
|-----|-------------------------|---|
| 1.1 | Introduction | 1 |
| 1.2 | Background of the Study | 3 |
| 1.3 | Problem Statement | 7 |
| 1.4 | Research Objective | 9 |

| | | |
|-------|---------------------------|----|
| 1.5 | Research Questions | 9 |
| 1.6 | Significance of the Study | 9 |
| 1.7 | Limitation of the Study | 10 |
| 1.8 | Definitions of Key Terms | 10 |
| 1.8.1 | Dealer Support | 10 |
| 1.8.2 | Product Attributes | 11 |
| 1.8.3 | Monetary Rewards | 11 |
| 1.8.4 | Promotional Supports | 11 |
| 1.8.5 | Customer Services | 11 |

CHAPTER TWO: LITERATURE REVIEW

| | | |
|-------|------------------------------|----|
| 2.1 | Introduction | 12 |
| 2.2 | Review of Related Literature | |
| 2.2.1 | Dealer Support | 12 |
| 2.2.2 | Product Attributes | 15 |
| 2.2.3 | Monetary Reward | 17 |
| 2.2.4 | Promotional Support | 20 |

ABSTRACT

Dealers as the channel members play important roles for every organization because through them the products can reach smoothly to their target customers. Therefore, this paper aims to empirically examine the extent to which dealer support correlate with dealer-supplier relationship satisfaction. A sample of 150 respondents was randomly chosen in this survey which 130 respondents gave the feedback. Correlation and regression analysis are being used to determine the relationship between dealer-supplier relationship satisfaction variables (product attributes, monetary rewards, promotion support, and customer services) and dealer support. The result from hypotheses testing has shown that all independent variables have positive relationship with dealer support. The result on regression shows that customer services to dealer have the strongest positive relationship with dealer support compare to other variables. Results which obtained from the study can be useful in future for supplier to make better decision in dealing with their dealers.