

MKT 650 - 108



A STUDY ON THE CUSTOMER PERCEPTION
TOWARDS CONTAINER HAULAGE SERVICE QUALITY
PROVIDED BY KONTENA NASIONAL
BERHAD (PENANG BRANCH)

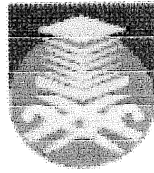
ROSYADA MUSTAPA

99113025

BBA (HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

SEPT 2001

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, ROSYADA BINTI MUSTAPA, (I/C Number : 781113-02-5066)

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: 30 SEPTEMBER 2001

ACKNOWLEDGEMENT

Alhamdulillah...

First and foremost, Thee for the Mighty Allah, Most Merciful, Most Generous for giving me the strength in finishing this report. Without His perseverance, I would not be able to do so.

This report would not have been possible without the support of many people, a few who deserve special thanks;

I gratefully acknowledge the assistance of my MKT 650 advisor, Tuan Haji Mohd Razali B. Abd Rahman, whom I owe him much through his help, guidance, kind and consideration he'd contribute in completing this report.

Deepest thanks go to all Kontena Nasional Berhad (Penang Branch) managers, executives and staffers especially to Branch Manager, Tn.Hj. Ahmad Shabir Sulaiman, Assistant Manager (Operation) En. Zainal Abidin Ahmad, Assistant Manager (Marketing) Pn. Che Puteh Hussein, all Head of Departments and Executives – Pn. Siti Hajar Din (Human Resource) En. Nik Rasdi Ibrahim (Warehouse), En. Mohd Sharif Hussain (Depot Service), En. Wan Zahrin (Haulage Operation), En. Idzhar (Fleet Management KN5), and En. Syed Khalid (Marketing) and all Prai Inland Clearance Depot and North Butterworth Container Terminal staffers, thanks for the support and invaluable assistance.

I would like to express my appreciation to all Request and Statistic Department staffers – En. Mohd Sahizal Zainol (Marketing Executive), Pn. Ida Peterson (Supervisor), Pn. Norliza Jamaludin, Pn Faridah Baharom, Pn Rohaya Othman and En. Norfaisal Abd Hamid (cashiers/clerks) – all those who help me lots during the training program, thanks for the countless information, help, guidance and unforgettable moments we shared together.

ABSTRACT

This report is specifically prepared in addressing the issue on customer perception towards container haulage service quality provided by KNBPB.

According to Berelson and Steiner (1992) 'perception is the process by which an individual selects, organize and interprets information inputs to create a meaningful picture of the world. Perception depends not only on the physical stimuli but also on the stimuli's relation to the surrounding field and on conditions within the individual.

Research was conducted to measure the customers' perception towards the factors related such as the perception towards core product/service offered, personnel, distribution system and technology used by the service provider. Analysis on the factors contributing towards the customer perception have been undertaken through questionnaire distribution to the selected samples of 132 respondents who represents the population size of over 200 KNBPB customers. All data collected were then being processed and analyzed using SPSS program.

It was found that more than half of the respondents have a positive perception towards container haulage service quality provided by KNBPB. Hypotheses were then tested using the similar program and the decision of accepting the null or alternative hypotheses was made based on the findings. Conclusion and recommendations were made in order to provide a general idea of the current customer perception towards KNBPB service offering and to suggest on points where it can help in improvements for the Company's future service rationalization.

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION (MKT 650)	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vii
LIST OF FIGURES/GRAPHS/DIAGRAMS	viii
LIST OF ABBREVIATIONS	x
LIST OF DEFINITION OF TERMS	xi
ABSTRACT	xiv

CHAPTERS

1. INTRODUCTION

1.1 Background of the Study	
1.1.1 Container Haulage Industry in Malaysia	1
1.1.2 Kontena Nasional Berhad Penang Branch	4
1.1.3 KNBPB Corporate Mission	6
1.1.4 Services Offered By KNBPB	8
1.1.5 KNBPB Container Haulage Charges	13
1.1.6 Various Types Of Commodities	15
1.1.7 Types Of Container	16
1.2 Objectives of the Study	18
1.3 Problem Statement	19
1.4 Significance of the Study	21
1.5 Scope of the Study	22
1.6 Limitation of the Study	23