A STUDY ON GAP ANALYSIS IN AUTOMOTIVE INDUSTRIES TOWARDS SERVICE QUALITY IN EESB

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DECLARATION OF ORIGINAL WORK

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Hereby declare that:

- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

- The 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.

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ABSTRACT

This research was conducted to identify the gap analysis in automotive industries towards service quality. The background of company is doing service in automotive industries such as sealant and adhesive. The problem statement is the attitude of the employees of the organization in EESB makes customers have bad perception and expectation about their service. The researcher found the major objective is to determine the gap between customer perception and customer expectation and to identify the level of service quality. The limitation in this research is financial problem, lack of confidents or skills and condition constraint. In literature review, specifically is to calculate the gap between customer perception and customer expectation. When perception is greater that expectation, the gap will be positive and has good service quality. When expectation is equal to perception, the gap is meet each other and it is very good service quality. When perception is less that expectation, the service quality will be negative and cannot be accepted. Several identifiable variables were selected concerning service quality; tangibles, reliability, responsiveness, assurance and empathy in calculated the gap between customer perception and customer expectation. In service quality model has 7 gap about perception and expectation. The researcher use gap 5 to calculate customer perception and expectation. The questionnaire was using as research instrument, 32 sets of questionnaire had been distributed to the major customer of EESB such as Honda, Proton and Perodua. The finding was found gap using some formulas and got responsibility and assurance had negative and do not meet the requirement It is means the expectation is more than perception. The researcher was recommended that the organization has to improve their responsibility and assurance towards customer. It will make the organization has place in the heart of customers.