



**A DEMOGRAPHIC STUDY TOWARDS CUSTOMER PERCEPTION WITH
RESPECT TO PERCEIVED QUALITY AT AUTOMOTIVE COMPANY**

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DECLARATION OF ORIGINAL WORK



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- 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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotations marks and sources of my information have been specifically acknowledged

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ACKNOWLEDGEMENT

All)

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ABSTRACT

This research aims to study the demographic profile towards customers perception with respect to perceived quality at Automotive company. It also to identify the relationship between demographic profile towards the five (5) dimensions of perceived quality that has the greatest influence on customers perceptions. The five dimensions of perceived quality are responsiveness, empathy, assurance, reliability and tangibility are the identified dependent variables, while demographic profile as the identified independent variable. Each of the dimensions of perceived quality was tested to determine and measure the relationship with demographic profile. The questionnaires were filled by the customers who already purchase products or engaging the service and also customers who come to showroom and intend to buy cars or motorcycles at Menara Naza. A total of 108 respondents participated in the survey. The participating respondents represented a return rate of 100% after distribute the questionnaire directly to the respondents. The recommendation also will be discuss to increase the level of quality services at Automotive company.