



**A PRODUCT QUALITY ANALYSIS OF
UMW ENGINEERING SDN BHD**

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ABSTRACT

This study seeks to analyze product quality of the Petroleum Tanker based on customer satisfaction. It attempts to explain the product quality dimensions specifically performance, reliability and serviceability, which may contribute to the level of customer satisfaction. These various quality dimensions can help ensure that quality of a product can be seen from different respective and ^{thus} this avoids confusion. The study also will try to explain the relationship between these dimensions, which can measure the level of satisfaction of the customer.

Two types of data had been gathered. The primary data was obtained through personal interviews and distribution of the questionnaire. The secondary data was obtained from newspapers, journals and books. Convenience sampling technique was used to select respondents and the list of customer of UMW Engineering had been chosen as respondents. Based on the analysis, the overall finding on a product quality of Petroleum Tanker is the customer of UMW Engineering Sdn Bhd are satisfied with the performance and reliability of Petroleum Tanker that contribute to high product quality in the organization



CHAPTER 1

1.0 INTRODUCTION

1.1 Background of study

The aim of the study is to gauge the effectiveness of product quality at UMW Engineering Sdn Bhd. Product quality is paramount in any organization. Product quality can be an important tool for companies to gain sustainable competitive advantages. Various studies like the PIMS study (Profit Impact of Marketing Strategy) study shows that improvement in product quality goes along with customer loyalty, higher market share and higher profits.

The study will focus on the customer satisfaction of the user or buyer of Road Haulage product especially Petroleum Tanker to determine the effectiveness of product quality based on the customer perception. The customer satisfaction is measured in terms of quality dimensions that this product is perceived to possess.

I did my practical training at UMW Engineering Sdn Bhd and was assigned to the marketing department.