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**CUSTOMER SATISFACTION OF SERVICE CENTRE
AT NAZA KIA SERVICES SDN. BHD.
KUCHING BRANCH**

BY

SHARINI BT OSMAN

98175931

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITY OF TECHNOLOGY MARA**

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ABSTRACT

The objective of this study is to determine the level of customer satisfaction of Naza KIA Services Sdn. Bhd. Kuching Branch with regards to facilities, customer services and the service centre. This study is useful and benefit to the company because by knowing the level of customer satisfaction, it will help the NKSSB management to develop their business strategies in providing high quality of service that could result in high level of customer satisfaction. High quality service and high level of customer satisfaction is considered as one of the competitive advantage to fight against competitors.

The finding from the study generally show that customer most of the service and facilities and its cleanliness, air-condition and entertainment provided as average. However, there are certain areas of the service that customers considered as good such as locality, speed of customer service, frontline, and availability of waiting room and helpfulness of employees.

As regard to the study, the management had to increase the level of satisfaction toward NKSSB by organizing training program to the employees such skill and knowledge, communication skill and etc. Training and motivation courses are recommended to the management as to increase the employee's commitment and sense of belonging toward the success of the company.

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CHAPTER 1

INTRODUCTION

1.1 Background of the study

1.1.1 Naza Kia Sdn. Bhd.

Naza Kia Sdn. Bhd. was established in 1994 with the company's registration number 368707-D which under the wing of Naza Group Companies. The main business of Naza Kia Sdn. Bhd. is to be the authorized dealer and distributor of KIA automobiles.

Naza Kia's is seeking status as the third national car and the group would begin selling car under its own brand. Getting it will add spice to the automotive industry.

As to achieve this status, the company has build assembly and manufacturing plant at 148 acres of land in Gurun, Kedah industrial area.

The RM200 million facilities is expected to completed in 18 months

CHAPTER 2

LITERATURE REVIEW

According to Kotler Siew, Swee and Chin (1996), "A service is any act or performance that one party can offer to another that is essentially intangible and does not result in ownership of anything. Its production may or maybe not be tied to physical product".¹²

For a service company that it provides to its customers are divided into types that are the primary services and secondary services. The primary services form the product that the company offered to the customers. The secondary services are the back up service that the company provides.

The American Marketing association or AMA has defined services as those separately identifiable, essentially intangible activities which provide want-satisfaction and that are necessarily tied to sale of product or another service. To product service may or not require the use of tangible goods. However, when such use is required, there is no transfer of title (permanent ownership) to these tangible goods.

¹² Kotler, Philip, Siew, Swee and Chin (1996), "Marketing Management-An Asian Perspective" 2nd Edition, Prentice Hall