

"THE EFFECTIVENESS OF SERVICE QUALITY AT
PERODUA TAWAU."

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CONTENTS		PAGE
	Introduction	47
	5.1 Recommendations	47
	ACKNOWLEDGEMENT	ii
	TABLE OF CONTENTS	iii
	LIST OF TABLES	v
	LIST OF FIGURES	vi
	ABSTRACT	vii
	Appendix I – Cover Letter	83
	Appendix II – Questionnaire	88
	CHAPTERS	
1	INTRODUCTION	1
	1.1 Introduction	1
	1.1.2 Background of Study	2
	1.2 Problem Statement	3
	1.3 Objectives	5
	1.4 Significance of Study	6
	1.5 Limitations	6
	1.6 Scope of Study	7
	1.7 Definition of Terms	8
	1.8 Theoretical Framework	9
2	LITERATURE REVIEW	
	2.1 Literature Review	10
	2.1.1 Service	11
	2.1.2 Quality	11
	2.1.3 Service Delivery system	13
	2.2 Service Quality	15
	2.3 Customer Satisfaction	18
	2.4 Customer Loyalty	18
3	RESEARCH METHODOLOGY	
	3.0 Introduction	19
	3.1 Research Design	20
	3.2 Data Collection Methods	22
	3.3 Data Analysis	24
4	FINDINGS	
	4.0 Introduction	26
	4.1 Reliability Statistics	27
	4.2 Frequency Analysis	28
	4.3 Means	42

LIST OF TABLES

TABLE		PAGE
Table 3.1:	Customer Satisfaction Ranking	23
Table 4.1:	Reliability Statistics	27
Table 4.2:	Explanation with Information Provision	28
Table 4.3:	Knowledgeable and Accurate Information	28
Table 4.4:	Service Personnel demonstrated vehicles features	29
Table 4.5:	Sales Personnel is courtesy, friendly and helpful manners	29
Table 4.6:	The efficient and responsiveness of service personnel	30
Table 4.7:	Communication skills	30
Table 4.8:	Sales personnel attended customer quickly	31
Table 4.9:	The appearance of sales personnel	31
Table 4.10:	Understand customer needs and requirement	32
Table 4.11:	Convenience of outlet location	32
Table 4.12:	Comfort and cleanliness of Showroom	33
Table 4.13:	Appearance and decoration of Showroom	33
Table 4.14:	Model displayed	34
Table 4.15:	Test-Drive offer	34
Table 4.16:	Availability of Parking Space	35
Table 4.17:	Business hours and clear signage	35
Table 4.18:	Facilities	36
Table 4.19:	Customer waiting time	36
Table 4.20:	Booking and Purchasing Condition	37
Table 4.21:	Respondents Profile	38
Table 4.22:	Satisfaction with Information Provision	42
Table 4.23:	Satisfaction with Sales Personnel service	42
Table 4.24:	Satisfaction with Ambience and Facilities	43
Table 4.25:	Satisfaction with Time Management	44
Table 4.26:	Satisfaction with Booking and Purchasing Condition	45

ABSTRACT

Perusahaan Otomobil Kedua Sdn Bhd (PERODUA) was established in 1993. The joint venture partners / shareholders of Perodua and their respective shareholding are UMW Corporation Sdn Bhd (38%), Daihatsu Motor Co. Ltd. (20%), MBM Resources Berhad (20%), PNB Equity Resources Corporation Sdn Bhd (10%), Miitsui & Co. Ltd (7%) and Daihatsu (Malaysia) Sdn Bhd (5%).

Source: www.perodua.com

The company's operations commenced early 1994 and the first vehicle, the ever so popular, Perodua Kancil was introduced to the Malaysian market in August 1994. Now, Perodua had produced six cars which are Perodua Kancil, Perodua Kelisa, Perodua Rusa, Perodua Kenari, Perodua Kembara, and the latest one is Perodua Myvi.

PROEDAR AUTO (M) SDN Bhd is one of the branches of Perusahaan Otomobil Kedua Sdn Bhd (PERODUA) at Tawau, Sabah. It started its operation in 1st September 2001 when it bought over from Otomobil Sejahtera Sdn Bhd the dealership for Perodua vehicles in Tawau, Sabah. Initially, Otomobil Sejahtera, which was a subsidiary of UMW Toyota, was given the rights to distribute Perodua range of product in Tawau since June 1998.

Source: Branch Manager and all staffs at Perodua Tawau.

Historically, Proedar owe its existence to the Bumiputra Entrepreneurship Program (BEP) undertook by UMW Toyota with the directive from Permodalan Nasional Berhad with the aim of establishing a competitive and dynamic Bumiputra entrepreneurs. Since it is the biggest share holder of Perodua, UMW Toyota was given 10 Perodua outlets