

**"A STUDY ON THE EFFECTIVENESS OF THE AFTER SALES
SERVICES PROVIDES BY FOOK LOI AUTOMAX SDN BHD IN KOTA
KINABALU, SABAH"**

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Hereby, declare that

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.
- This 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 is a report of the study on the effectiveness of the after sales services provides by Fook Loi Automax Sdn Bhd in Kota Kinabalu. In this report all the essential elements in the study are included to present a clear view and explanation about the study. As an introduction, a background of company are shortly brief, then most of all are on the study itself like the background of the study, which explain why the study is conducted. It was stated that the effectiveness of the after sales service is important to achieve some targets or goals like creating customer relationship, customer loyalty, customer satisfaction, repeat-purchase behavior and positive influence to others. In this study, it is focusing on the existing after sales services provides by Fook Loi Automax like post-delivery contact by salesperson, maintenance service, SMS Notification and greeting cards. After that, the scope of the study are also included in this report to explain the area of study, place of study, target group and period of research. The theoretical framework for this study consists of dependent variable which is the effectiveness of the after sales services and the independent variables which are customer loyalty, customer satisfaction, repeat purchase and positive influence. The variables then tested by distributing questionnaire to the respondent and analysing it using SPSS and converted into statistical data which then used as findings and for cross tabulation analysis. Lastly, it was concluded that for overall, the after sales services are quite satisfying but still need to be improved and there are some recommendations like setting up a service centre in every particular outstation area, providing more conducive waiting area and improvement on the salesperson.