



A STUDY ON CUSTOMER SATISFACTION TOWARDS  
AHSB RENT a CAR SDN BHD  
UNIVERSITI TEKNOLOGI MARA

A STUDY OF CUSTOMER SATISFACTION TOWARDS  
**AHSB RENT a CAR SDN BHD**



MARYVALE LAMBERT TANGKIM  
2007137349

BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SABAH

OCTOBER 2009

OCTOBER, 2009

## ACKNOWLEDGEMENT

First and foremost, I would like to extend my gratitude and sincere thanks to Professor Madya Datuk Dr Worran Haji Kabul for being my advisor despite his tight schedules in assisting and providing me with invaluable advise and feedback throughout the whole process of preparing this report of which without his assistance this report might have not been realized.

Secondly, I would like to extend my sincere apology to my second advisor Professor Madya Matyasin Jamil for his tolerance accommodating the delay in submitting this final report. My special thanks also go to Madam Betsy Jomitin for her tireless effort in helping me reviewing and giving me concrete suggestion and comments for my report.

My gratitude and specials thank is also extended to my friends and family especially my Dad who has enormously given me the advice, opinions, and continuous support in the preparation and the completion of this report. To my supervisor Ms Cornelia Nicholas, thank you for all the assistance and patience in training me during my practical period.

And to all my ex-colleague at AHSB Rentacar Sdn Bhd, all of you will always on my mind.

Last but not least I am also very indebted to the general public in their effort to complete the questionnaires for the completion of this report.

Thank you very much..May God Bless all of you..

Maryvale Lambert Tangkim  
2007137349  
BBA (hons) Marketing, UiTM, Sabah

## Table of Contents

ACKNOWLEDGEMENTS .....	iv
LIST OF TABLES .....	v
LIST OF FIGURES .....	vi
ABSTRACT .....	vii
<b>Chapter 1</b>	
1.1 Introduction .....	1
1.2 Background of the study .....	3
1.3 Scope of study .....	4
1.4 Problem statement .....	4
1.5 Objective of the study .....	5
1.6 Research question .....	5
1.7 Significance of the study .....	6
1.8 Limitation of the study .....	6
1.9 Definitions of the study .....	7
<b>Chapter 2</b>	
2.1 Literature review .....	8
2.2 Theoretical framework .....	10
<b>Chapter 3</b>	
3.1 Research Design .....	11
3.2 Data Collection .....	11
3.3 Research Sampling .....	13
3.4 Data analysis .....	13
<b>Chapter 4</b>	
4.1 Research Findings and Analysis .....	14
<b>Chapter 5</b>	
5.1 Research Analysis .....	35

## LIST OF TABLES

Tables	Title	Page
Table 1	Respondent Gender	14
Table 2	Respondent Age	15
Table 3	Respondent Nationality	16
Table 4	Respondent Occupation	17
Table 5	Respondent Income Range	18
Table 6	Respondent Motivation of Travel	19
Table 7	Why respondent choose to rent a car rather than using public transport?	20
Table 8	Which service do respondent prefer when renting Rent-a-Car vehicle?	21
Table 9	How do respondent find the availability of the vehicle according their needs?	22
Table 10	What do respondent think of the rental rate offered?	23
Table 11	Does the vehicle rental rate reflect the service quality?	24
Table 12	When do respondent think AHRAC should offer discounted price?	25
Table 13	How satisfied are respondent with the Terms and Conditions of "refundable deposit"?	26
Table 14	How satisfied are respondent with the staff's politeness?	27
Table 15	How satisfied are respondent with the staff's cooperativeness?	28
Table 16	How satisfied are respondent with the staff communication skill?	29
Table 17	How satisfied are respondent with the staff knowledge about the industry?	30
Table 18	How satisfied are respondent with the way problem are solved by the staff?	31
Table 19	How satisfied are respondent with the staff appearance?	32
Table 20	How satisfied are respondent with the cleanliness of the Rent-a-Car vehicle?	33
Table 21	How satisfied are respondent with the vehicle maintenance?	34
Table 22	Cross-tab: Respondent nationality * How satisfied are respondent with the staff knowledge about the industry?	36
Table 23	Cross-tab: Income Range * Does the vehicle rental rate reflects the service quality?	37
Table 24	Cross-tab: Motivation of Travel * When do respondent think AHRAC should offer discounted price?	40

## **ABSTRACT**

This study is being prepared as one of the requirement for final semester student in order for the completion of whole Degree in Business Administration (Marketing) program as required in the syllabus.

This research will be focused on both variables that affect customer satisfaction in terms of pricing and sales personnel.

This study is conducted at AHSB RENTaCAR Sdn Bhd (AHRAC) main office which is situated at Auto Gallery, 1Borneo Hypermall and also AHRAC sales counter situated at Magellan, Sutera Harbour Resort.

Questionnaire and observation techniques were used as survey instruments in this study where a sample size of 30 is applied.

At the end of this report, will be recommendation and conclusion that might provide new suggestion for AHRAC in order to increase the company sales.