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THE INFLUENCE OF AFTER-SALES SERVICE QUALITY, RELATIONSHIP QUALITY AND ALTERNATIVE ATTRACTIVENESS ON CUSTOMER LOYALTY OF MALAYSIAN NATIONAL CARMAKERS

ZAINIL HANIM BINTI SAIDIN

DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
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THE INFLUENCE OF AFTER-SALES SERVICE QUALITY, RELATIONSHIP QUALITY AND ALTERNATIVE ATTRACTIVENESS ON CUSTOMER LOYALTY OF MALAYSIAN NATIONAL CARMAKERS

By

ZAINIL HANIM BINTI SAIDIN

Thesis Submitted to
School of Business Management
Universiti Utara Malaysia
in Fulfillment of the Requirement for the Degree of Doctor of Philosophy
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ABSTRACT

This study aimed to explore the influence of the industry’s specific dimensions of service quality on relationship quality, and customer loyalty with moderating effect of alternative attractiveness. The philosophical social exchange theory (SET) was employed to develop a conceptual framework, and based on extant literature, the relationships between the variables were tested and explained accordingly. Using the intercept survey method, a sample of 384 national carmakers’ after-sales service customers was drawn through systematic sampling. The data collected was analysed by combining the descriptive and statistical methods of the Statistical Package for Social Science (SPSS) and the Structural Equation Modelling (SEM) using Partial Least Square (PLS). The finding revealed that automotive after-sales service quality has a significant positive relationship with customer loyalty. Besides, relationship quality also mediates the relationship between automotive after-sales service quality and customer loyalty. On top of that, the significant positive finding of alternative attractiveness as the moderator between relationship quality and customer loyalty demonstrates the importance of relationship quality to secure more existing customers to stay loyal to the national carmakers even under intense competition. Further investigations revealed that customer service was the most important dimension that contributes to the significant positive relationship between automotive after-sales service and customer loyalty. Even though support service carried the least weightage, its significant relationship showed it is important as a measure of service quality in automotive after-sales service. As to managerial and strategy recommendations, managers should prioritize more on “how” the service is delivered rather than “what” is actually delivered to customers. Similarly, the service providers should maintain high quality relationships to secure the longer tenure of relationship with their customers. Finally, directions for future research are deliberated accordingly.

Keywords: After-sales service, service quality, relationship quality, alternative attractiveness, customer loyalty.

Kata kunci: Perkhidmatan selepas jualan, kualiti perkhidmatan, kualiti hubungan, daya tarikan alternatif, kesetiaan pelanggan.
Acknowledgement

All praises and thanks are to Almighty Allah, the most merciful with whose mercy all good things are being accomplished. First, I must express my sincere gratitude to Allah (SWT) Who out of His infinite mercy gave me the wherewithal to successfully complete my doctoral work. I am also indebted to my supervisor, Professor Dr. Sany Sanuri b. Mohd Mokhtar, Dr. Rohaizah bt. Saad and Professor Dr. Rushami Zien b. Yussoff for their untiring support and guidance throughout the period of my study. To me, their individual and collective enthusiasms for this research were essential to the successful completion of this thesis, and they have been very excellent in their supervisory approach. Similarly, I wish to thank Dr. Nazlina bt. Zakaria, Dr. Francis Chuah, Associate Professor Dr. Che Azlan b. Taib and also to all my family member of RZY PhD Support Group. Most importantly, I would like to thank my mother Puan Hajah Siti Hajar bt. Ariffin and father, Tuan Hj Saidin b. Othman for their prayers and spiritual support throughout the journey. Finally, for their long endurance and undivided support, I would like to dedicate this PhD thesis to my beloved husband Encik Mohd Fauzi b. Mahmud, my son Muhammad Firdaus Hidayat b. Mohd Fauzi, and my daughter Farissa Hashfa bt. Mohd Fauzi.

Zainil Hanim bt. Saidin
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CHAPTER 1

INTRODUCTION

1.1 Background of Study

It is believed that the survival of any business organization is highly related to their loyal customer base. Without the customer, it is less likely that the organizations are going to succeed (Abdullateef, Mohd Mokhtar, & Yusoff, 2011). Loyal customer allows the organization to flourish and guarantees organization's long-term business survival. Along with that, meeting the customer’s complex demand becomes the vital focus of a business organization (Ou, Shih, Chen, & Wang, 2011) and theoretically, customer loyalty is still one of the most important concepts discussed in the marketing literature (Curry & Gao, 2012; Khan, 2012). Leading organization gained customer loyalty through maintaining their superior quality of service (Wong & Sohal, 2003). The excellence posts sales servicing or after-sales service ensures marketability of durable goods and costly products as it influences the decision to purchase the product (Amonkar, 2016). As such, to succeed as a market leader, the business organization needs to emphasize on excellent service quality.

The importance of service industry was manifested accordingly in Malaysian national agenda. As stated in Malaysian Industrial Master Plan 2 (IMP2), the service sector has been recognised as the most important contributor to Malaysian economy as it was the only sector that shows an increasing trend to gross domestic product (GDP). For the latest IMP3; it is forecasted to grow up to 66.5% (Table 1.1). On top of that, IMP3 also demonstrated that the service sector is expected to grow better with expected average annual growth of 7.3% (as demonstrated in Table 1.2). These figures reflect
The contents of the thesis is for internal user only
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APPENDICES

Appendix A

Questionnaire

BORANG SOALSELIDIK

KAJIAN MENGENAI KUALITI SERVIS, KUALITI HUBUNGAN DAN KESETIAAN PELANGGAN

Kajian Terhadap Organisasi Automotif Nasional di Malaysia yang Memberi Servis Selepas Jualan

Kajian Menurus kepada Doktor Falsafah dalam bidang Pemasaran dijalankan oleh

ZAINIL HANIM BINTI SAIDIN

Di bawah Penyeliaan

PROFESOR MADYA DR. SANY SANURI BIN MOHD MOKHTAR
DR. ROHAIZAH BINTI SAAD
PROFESOR DR. RUSHAMI ZIEN BIN YUSOFF

KOLEJ PERNIAGAAN
UNIVERSITI UTARA MALAYSIA

KERAHSIAAN

Semua maklumat dan jawapan yang diberikan dalam kajiselidik ini akan dianggap rahsia dan hanya untuk tujuan akademik. Sebarang maklumat yang menunjukkan identiti responden tidak akan didedahkan dalam apa jua keadaan.
SEKSYEN A – INFOMASI RESPONDEN / SECTION A – RESPONDENT’S INFORMATION

Sila baca soalan di bawah dan pilih (/) jawapan sesuai berkenaan dengan diri anda. Read the questions below and select (/) the most appropriate answer that describes you.

1. Syarikat Kereta National / National Automotive Company: (  ) Proton  (  ) Perodua

2. Umur/ Age
   (  ) Daripada 17 hingga 25 tahun/ Between 17 to 25 years
   (  ) Daripada 26 hingga 35 tahun/ Between 26 to 35 years
   (  ) Daripada 36 hingga 45 tahun/ Between 36 to 45 years
   (  ) Daripada 46 hingga 55 tahun/ Between 46 to 55 years
   (  ) Melebihi 56 tahun/ Above 56 years

3. Jantina/ Gender:  (  ) Lelaki/ Male  (  ) Wanita/ Female

4. Tahap Pendidikan Tertinggi/ Highest Level of Qualifications
   (  ) Sijil Persekolahan (SPM/STPM)/ School certificates (SPM/STPM)
   (  ) Diploma/ Diploma
   (  ) Ijazah/ Degree
   (  ) Pasca Ijazah/ Postgraduate Degree

5. Berapakah purata pendapatan anda setiap bulan? / What is your average monthly income?
   (  ) Kurang dari RM1,000 / Less than RM1,000
   (  ) RM1,001 hingga RM3,000 / RM1,001 to RM3,000
   (  ) RM3,001 hingga RM5,000 / RM3,001 to RM5,000
   (  ) Melebihi RM5,000 / More than RM5,000
   (  ) Tiada pendapatan / No income

6. Berapakah purata bil yang dikenakan setiap kali anda menghantar kenderaan anda untuk servis biasa atau dibaiki akibat kerosakan? / What is the average total bill charged for the service maintenance or repair?
   (  ) Kurang RM200/ Less than RM200
   (  ) RM201 hingga RM300/ RM201 to RM300
   (  ) RM301 hingga RM400/ RM301 to RM400
   (  ) Melebihi RM400/ More than RM400
SECTION B: SERVICE QUALITY DIMENSIONS (CUSTOMER SERVICE, SUPPORT SERVICE, TECHNICAL QUALITY AND TANGIBILITY)

Tandakan sejauhmanakah anda bersetuju atau tidak bersetuju dengan kenyataan yang diberikan. Please indicate the extent to which you agree or disagree with the following statements.

Menggunakan skala dari 1 – 6, bulatkan jawapan anda. Using the scale from 1 – 6, kindly circle your response.

<table>
<thead>
<tr>
<th>Skala/ Scale</th>
<th>Sangat Tidak Bersetuju 1-------2------ 3------ 4 ------ 5------ 6 Sangat Setuju</th>
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<tr>
<td></td>
<td>Strongly Disagree 1-------2------ 3------ 4 ------ 5------ 6 Strongly Agree</td>
</tr>
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<th>Bil./ No</th>
<th>Kenyataan/ Statement</th>
<th>Skala/ Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMA1</td>
<td>Penyedia perkhidmatan memberi servis dengan cepat. The service provider provides prompt services.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>SMA2</td>
<td>Penyedia perkhidmatan sentiasa menunjukkan kesungguhan untuk membantu. The service provider shows willingness to help the customer.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>SMA3</td>
<td>Penyedia perkhidmatan sangat bersopan-santun dan menghormati pelanggan. The service provider is respectful and polite.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>SMA4</td>
<td>Penyedia perkhidmatan tidak nampak sibuk dengan urusan lain untuk memenuhi permintaan saya. The service provider never looked too busy to respond to my requests.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>SMA5</td>
<td>Saya mempunyai keyakinan yang tinggi terhadap penyedia perkhidmatan. I have confidence in dealing with the service provider.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td></td>
<td></td>
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<tr>
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| **7SMA3** | Penyedia perkhidmatan mempunyai pengetahuan yang cukup untuk menjawab segala persoalan berkenaan kenderaan.  
*The service provider has optimal knowledge to answer enquiries about vehicle.* | 1 | 2 | 3 | 4 | 5 | 6 |
| **8SMA4** | Penyedia perkhidmatan mempunyai kemahiran teknikal yang baik.  
*The service provider is technically competent to perform the service.* | 1 | 2 | 3 | 4 | 5 | 6 |
| **Empati / Empathy** |   |   |   |   |   |
| **9SME1** | Penyedia perkhidmatan bersimpati serta memahami kesulitan dan masalah saya.  
*The service provider is sympathetic and supportive towards my problems.* | 1 | 2 | 3 | 4 | 5 | 6 |
| **10SME2** | Penyedia perkhidmatan memberi perhatian secara individu dan istimewa terhadap saya.  
*The service provider does provide me with individual and personalized attention.* | 1 | 2 | 3 | 4 | 5 | 6 |
| **11SME3** | Penyedia perkhidmatan memahami dengan jelas kemahuan dan kehendak saya.  
*The service provider knows and understands my specific needs.* | 1 | 2 | 3 | 4 | 5 | 6 |
| **12SME4** | Penyedia perkhidmatan sentiasa meletakkan kehendak saya sebagai keutamaan.  
*The service provider always put my best interest at heart.* | 1 | 2 | 3 | 4 | 5 | 6 |
| **Kebolehpercayaan / Reliability** |   |   |   |   |   |
| **13SML1** | Servis yang dibuat selesai dalam jangkamasa yang telah dijanjikan.  
*The service delivered and completed within certain time frame as promised.* | 1 | 2 | 3 | 4 | 5 | 6 |
| **14SML2** | Servis yang diperlukan telah dijalankan seperti yang dijanjikan (mengikut deskripsi yang tertera dalam borang arahan servis).  
*The service required performed as promised (as per job order given to customer).* | 1 | 2 | 3 | 4 | 5 | 6 |
| **15SML3** | Penyedia perkhidmatan melakukan kerja atau servis yang betul pada kali pertama dan seterusnya.  
*The service provider performs the job or service right the first time.* | 1 | 2 | 3 | 4 | 5 | 6 |
| **16SML4** | Penyedia perkhidmatan memaklumkan kepada saya mengenai masa kerja-kerja servis akan dijalankan.  
*The service provider keeps me informed on when the service will be performed.* | 1 | 2 | 3 | 4 | 5 | 6 |
| **17SML5** | Penyedia perkhidmatan sentiasa memberi maklumat yang tepat dan betul (contohnya invois yang terperinci).  
*The service provider provides accurate information (e.g itemised invoice).* | 1 | 2 | 3 | 4 | 5 | 6 |
<table>
<thead>
<tr>
<th>Bil./No</th>
<th>Kenyataan/ Statement</th>
<th>Skala/ Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>18SP1</td>
<td>Support service staff quickly response to me even during the busy hours of the day or during late night time (e.g. emergency breakdown during late night time).</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>19SP2</td>
<td>It is easy to contact the support service staff during emergency breakdown.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>20SP3</td>
<td>It is easy to get through to customer support service for any information or assistance (e.g. customer call center, website).</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>21SP4</td>
<td>The site for online booking must be consistently available as it is important for my convenient and saves my time.</td>
<td>1 2 3 4 5 6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bil./No</th>
<th>Kenyataan/ Statement</th>
<th>Skala/ Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>22STQ1</td>
<td>The service provider has assisted me to solve problems associated with my vehicle.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>23STQ2</td>
<td>The service provider has performed well in doing their job resulting in free problems to my vehicle.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>24STQ3</td>
<td>The service jobs normally completed successfully without interruption.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>25STQ4</td>
<td>The service jobs performed by the service provider portray good image of the company.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>Bil./ No</td>
<td>Kenyataan/ Statement</td>
<td>Skala/ Scale</td>
</tr>
<tr>
<td>---------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>27STB1</td>
<td>Penyedia perkhidmatan menyediakan ruang yang bersih dan selesa kepada pelanggan.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td></td>
<td><em>The service provider provides clean and comfortable lounge for customers.</em></td>
<td></td>
</tr>
<tr>
<td>28STB2</td>
<td>Penyedia perkhidmatan menyediakan kemudahan fisikal dan kelengkapan yang terkini (contohnya ruang parkir, komputer, wifi, televisyen, minuman dan sebagainya).</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td></td>
<td><em>The service provider provides up-to-date physical facilities and equipment (e.g customer’s parking, computer, wifi, television, refreshment and etc.)</em></td>
<td></td>
</tr>
<tr>
<td>29STB3</td>
<td>Penyedia perkhidmatan menyediakan persekitaran yang selamat dari bahaya dan bebas dari segala risiko.</td>
<td>1 2 3 4 5 6</td>
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<tr>
<td></td>
<td><em>The service provider provides environment free from danger, risk, or doubt.</em></td>
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</tr>
<tr>
<td>30STB4</td>
<td>Penyedia perkhidmatan berpakaian kemas dan nampak profesional.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td></td>
<td><em>The service provider is well dressed and appears neat to show professionalism.</em></td>
<td></td>
</tr>
<tr>
<td>31STB5</td>
<td>Penyedia perkhidmatan menggunakan alat-alatan dan dokumen yang sesuai semasa memberi perkhidmatan kepada pelanggan.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td></td>
<td><em>The service provider used proper material and documentation during performing the service.</em></td>
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SECTION C: RELATIONSHIP QUALITY (SATISFACTION, TRUST AND COMMITMENT)

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<th>Skala/ Scale</th>
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<tr>
<td></td>
<td>32RS1</td>
<td>Saya sangat gembira dengan prestasi baik penyedia perkhidmatan.</td>
<td>1 2 3 4 5 6</td>
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<td></td>
<td>33RS2</td>
<td>Saya sangat berpuas hati terhadap hubungan baik dengan penyedia perkhidmatan ini.</td>
<td>1 2 3 4 5 6</td>
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<td></td>
<td>34RS3</td>
<td>Saya merasa senang hati apabila berurusan dengan penyedia perkhidmatan ini.</td>
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<td>35RS4</td>
<td>Secara keseluruhan, saya berpuas hati dengan penyedia perkhidmatan ini.</td>
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<table>
<thead>
<tr>
<th>Percaya terhadap integriti penyedia perkhidmatan/ Trust in service provider’s integrity</th>
<th>Bil./ No</th>
<th>Kenyataan/ Statement</th>
<th>Skala/ Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>36RTG1</td>
<td>Penyedia perkhidmatan memberi perkhidmatan dengan jujur dan ikhlas.</td>
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<td>37RTG2</td>
<td>Penyedia perkhidmatan bekerja dengan penuh integriti.</td>
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<td>38RTG3</td>
<td>Penyedia perkhidmatan di pusat servis ini boleh dipercayai dan amanah.</td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td></td>
<td>39RTG4</td>
<td>Penyedia perkhidmatan tidak pernah berbohong dan mengambil kesempatan ke atas pelanggan dengan niat mengambil keuntungan di pihak mereka.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Percaya kepada sifat baik hati penyedia perkhidmatan / Trust in service provider’s benevolence</th>
<th>Bil./ No</th>
<th>Kenyataan/ Statement</th>
<th>Skala/ Scale</th>
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<td>40RTB1</td>
<td>Penyedia perkhidmatan sangat mengambil berat akan kegembiraan saya.</td>
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<td>41RTB2</td>
<td>Saya percaya yang penyedia perkhidmatan akan sentiasa memahami kesukaran yang saya alami.</td>
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<tr>
<td>Komitmen / Commitment</td>
<td>Kenyataan / Statement</td>
<td>Skala / Scale</td>
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<td>---------------------------------------------------------------------------------------</td>
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<tr>
<td>42RTB3</td>
<td>Saya boleh bergantung harap kepada penyedia perkhidmatan.</td>
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</tr>
<tr>
<td></td>
<td><em>I can depend on my service provider based on their action that might affect me personally.</em></td>
<td></td>
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<tr>
<td>43RTB4</td>
<td>Penyedia perkhidmatan menunjukkan kesungguhan untuk membantu walaupun ianya tidak memberi apa-apa kelebihan kepadanya.</td>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>The service provider has expressed their willingness to help me even it did not benefit them.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Komitmen / Commitment</strong></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td><strong>Bil./ No</strong></td>
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<td><strong>Kenyataan/ Statement</strong></td>
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<td></td>
<td><strong>Skala/ Scale</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>44RC1</td>
<td>Hubungan saya dengan penyedia perkhidmatan sangat rapat dan mesra.</td>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>I feel emotionally attached to the service provider.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45RC2</td>
<td>Saya sangat komited dalam menjaga perhubungan baik dengan penyedia perkhidmatan</td>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>I am very committed to my relationship with the service provider.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46RC3</td>
<td>Saya berhasrat untuk kekalan dan meneruskan hubungan baik ini selama-lamanya.</td>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>I intend to maintain and continue this relationship indefinitely.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47RC4</td>
<td>Penyedia perkhidmatan telah menyatakan hasrat untuk meneruskan hubungan dalam jangkamasa yang panjang.</td>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>The service provider has expressed his/her desire to establish long-term relationship with me.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48RC5</td>
<td>Saya mempunyai tahap kesetiaan yang kuat terhadap penyedia perkhidmatan</td>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>I have a strong sense of loyalty towards the service provider.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49RC6</td>
<td>Hubungan baik dengan penyedia perkhidmatan adalah penting untuk saya.</td>
<td>1 2 3 4 5 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>My relationship with the service provider is very important to me.</em></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## SEKSYEN D: KESETIAAN PELANGGAN

**SECTION D: CUSTOMER LOYALTY**

<table>
<thead>
<tr>
<th>No</th>
<th>Kenyataan/ <strong>Statement</strong></th>
<th>Skala/ <strong>Scale</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>50CL1</td>
<td>Saya memberitahu perkara-perkara baik berkenaan penyedia perkhidmatan ini kepada orang lain. <em>I say positive things about the service provider to other people.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>51CL2</td>
<td>Saya mencadangkan penyedia perkhidmatan ini kepada sesiapa yang merujuk kepada saya. <em>I recommend the service provider to someone who seeks my advice.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>52CL3</td>
<td>Saya menggalakkan rakan-rakan dan saudara untuk menghantar kenderaan kepada penyedia perkhidmatan ini untuk khidmat servis biasa atau pembaikan. <em>I encourage friends and relatives to service and repair their car to this service provider.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>53CL4</td>
<td>Saya sentiasa mengutamakan penyedia perkhidmatan ini untuk kunjungan servis yang akan datang. <em>I consider this service provider as my first choice in the next visit.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>54CL5</td>
<td>Saya mempunyai hubungan yang sangat baik dengan penyedia perkhidmatan ini. <em>I have a very strong relationship with this service provider.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>55CL6</td>
<td>Kemungkinan untuk saya meneruskan hubungan baik ini adalah sangat besar. <em>The chances for me to stay in this relationship are very good.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>56CL7</td>
<td>Saya <strong>tidak kisah</strong> untuk membayar harga servis yang lebih tinggi asalkan dapat meneruskan hubungan baik dengan penyedia perkhidmatan ini. <em>I do not mind to pay more in exchange of the good relationship with the service provider.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
</tbody>
</table>
**SEKSYEN E: DAYA TARIKAN ALTERNATIF**

Nota: Pusat servis persendirian – utama dan paling kerap dikunjungi.

**SECTION E: ALTERNATIVE ATTRACTIVENESS**

*Note: Personally own workshop –main and most frequently visited.*

<table>
<thead>
<tr>
<th>Bil./ No</th>
<th>Kenyataan/ Statement</th>
<th>Skala/ Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>57AA1</td>
<td>Pusat servis persendirian <em>(contoh: ABC Auto Workshop &amp; Repair)</em> mengenakan cas servis yang lebih murah. <em>Personally own workshop (e.g: ABC Auto Workshop &amp; Repair) would be cheaper.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>58AA2</td>
<td>Pusat servis persendirian <em>(contoh: ABC Auto Workshop &amp; Repair)</em> memberi diskaun yang lebih menarik. <em>Personally own workshop (e.g: ABC Auto Workshop &amp; Repair) offers better discounts.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>59AA3</td>
<td>Pusat servis persendirian <em>(contoh: ABC Auto Workshop &amp; Repair)</em> menawarkan cara pembayaran yang lebih mudah dan pelbagai (contohnya: kad kredit, kad debit, cash dan sebagainya). <em>Personally own workshop (e.g: ABC Auto Workshop &amp; Repair) offers a more flexible and convenient mode of payment (e.g: credit card, debit card, cash and etc.)</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>60AA4</td>
<td>Pusat servis persendirian <em>(contoh: ABC Auto Workshop &amp; Repair)</em> lebih menguntungkan saya. <em>Personally own workshop (e.g: ABC Auto Workshop &amp; Repair) benefited me more.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>61AA5</td>
<td>Pusat servis persendirian <em>(contoh: ABC Auto Workshop &amp; Repair)</em> terletak lebih dekat dengan tempat saya. <em>Personally own workshop (e.g: ABC Auto Workshop &amp; Repair) is located closer to me.</em></td>
<td>1 2 3 4 5 6</td>
</tr>
<tr>
<td>62AA6</td>
<td>Saya merasa lebih berpuas hati dengan pusat servis persendirian <em>(contoh: ABC Auto Workshop &amp; Repair).</em> <em>I would feel more satisfied with the service of personally own workshop (e.g: ABC Auto Workshop &amp; Repair)</em></td>
<td>1 2 3 4 5 6</td>
</tr>
</tbody>
</table>

Soalan Berakhir / *End of the questionnaire*
Appendix B

**Guidelines on number of sample size for a specified population**

<table>
<thead>
<tr>
<th>N</th>
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<th>N</th>
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</table>

Source: Krejcie and Morgan’s (1970)
Appendix C

G*Power Analysis

![G*Power Analysis](image)