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



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LOYALTY OF MALAYSIAN NATIONAL CARMAKERS

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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.

ABSTRAK

Kajian ini bertujuan untuk meninjau pengaruh dimensi kualiti perkhidmatan mengikut industri terhadap kualiti hubungan dan kesetiaan pelanggan dengan kesan penyederhana daya tarikan alternatif. Teori Pertukaran Sosial telah digunakan untuk membangunkan rangka kerja konseptual. Berdasarkan kepustakaan semasa, hubungan antara pemboleh ubah telah diuji dan dijelaskan dengan sewajarnya. Kajian ini menggunakan kaedah tinjauan memintas (*intercept survey*). Oleh itu, sebanyak 384 orang pelanggan perkhidmatan selepas jualan pembuat kereta nasional telah dijadikan sampel melalui persampelan sistematik. Data yang diperolehi dianalisa menggabungkan kaedah deskriptif dan statistik iaitu *Statistical Package for Social Science* (SPSS) dan *Structural Equation Modeling* (SEM) menggunakan teknik *Partial Least Square* (PLS). Dapatan kajian menunjukkan bahawa kualiti perkhidmatan selepas jualan automotif mempunyai hubungan positif yang signifikan dengan kesetiaan pelanggan. Selain itu, kualiti hubungan juga didapati menjadi pengantara hubungan antara kualiti perkhidmatan selepas jualan automotif dan kesetiaan pelanggan. Di samping itu, dapatan positif yang signifikan oleh daya tarikan alternatif sebagai moderator antara kualiti hubungan dan kesetiaan pelanggan menunjukkan kepentingan kualiti hubungan dalam memastikan pelanggan sedia ada untuk kekal setia kepada pembuat kereta nasional walaupun wujudnya persaingan sengit. Seterusnya, penelitian lanjut mendapati bahawa perkhidmatan pelanggan merupakan dimensi yang paling penting yang menyumbang kepada hubungan signifikan yang positif antara kualiti perkhidmatan selepas jualan automotif dan kesetiaan pelanggan. Walaupun dimensi perkhidmatan sokongan menunjukkan pengaruh yang paling kecil, hubungannya yang signifikan dengan kualiti perkhidmatan selepas jualan automotif menunjukkan bahawa hal ini adalah penting sebagai dimensi kualiti perkhidmatan selepas jualan automotif. Sebagai cadangan kepada pihak pengurusan dan strategi, pengurus perlu memberi keutamaan lebih kepada "bagaimana" perkhidmatan disampaikan berbanding "apa" yang sebenarnya disampaikan kepada pelanggan. Begitu juga, pembekal perkhidmatan perlu mengekalkan hubungan yang berkualiti tinggi untuk menjamin tempoh hubungan yang berkekalan dengan pelanggan mereka. Akhirnya, cadangan untuk penyelidikan masa depan telah dibincangkan dengan sewajarnya.

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

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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

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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 Menjurus 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*

SEKSYEN B: DIMENSI KUALITI PERKHIDMATAN (PERKHIDMATAN PELANGGAN, PERKHIDMATAN SOKONGAN, KUALITI TEKNIKAL DAN RUPABENTUK)

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.

Sangat Tidak Bersetuju 1-----2----- 3----- 4 ----- 5----- 6 Sangat Setuju

Strongly Disagree 1-----2----- 3----- 4 ----- 5----- 6 Strongly Agree

Khidmat Pelanggan / Customer Service						
Bil./ No	Kenyataan/ Statement	Skala/ Scale				
	<i>Maklumbalas/ Responsiveness</i>					
1SMR1	Penyedia perkhidmatan memberi servis dengan cepat. <i>The service provider provides prompt services.</i>	1	2	3	4	5 6
2SMR2	Penyedia perkhidmatan sentiasa menunjukkan kesungguhan untuk membantu. <i>The service provider shows willingness to help the customer.</i>	1	2	3	4	5 6
3SMR3	Penyedia perkhidmatan sangat bersopan-santun dan menghormati pelanggan. <i>The service provider is respectful and polite.</i>	1	2	3	4	5 6
4SMR4	Penyedia perkhidmatan tidak nampak sibuk dengan urusan lain untuk memenuhi permintaan saya. <i>The service provider never looked too busy to respond to my requests.</i>	1	2	3	4	5 6
	<i>Jaminan/ Assurance</i>					
5SMA1	Penyedia perkhidmatan di sini sentiasa menunjukkan budi bahasa yang baik. <i>The service provider is consistently courteous with me.</i>	1	2	3	4	5 6
6SMA2	Saya mempunyai keyakinan yang tinggi terhadap penyedia perkhidmatan. <i>I have confidence in dealing with the service provider.</i>	1	2	3	4	5 6

7SMA3	Penyedia perkhidmatan mempunyai pengetahuan yang cukup untuk menjawab segala persoalan berkenaan kenderaan. <i>The service provider has optimal knowledge to answer enquiries about vehicle.</i>	1	2	3	4	5	6
8SMA4	Penyedia perkhidmatan mempunyai kemahiran teknikal yang baik. <i>The service provider is technically competent to perform the service.</i>	1	2	3	4	5	6
	<i>Empati / Empathy</i>						
9SME1	Penyedia perkhidmatan bersimpati serta memahami kesulitan dan masalah saya. <i>The service provider is sympathetic and supportive towards my problems.</i>	1	2	3	4	5	6
10SME2	Penyedia perkhidmatan memberi perhatian secara individu dan istimewa terhadap saya. <i>The service provider does provide me with individual and personalized attention.</i>	1	2	3	4	5	6
11SME3	Penyedia perkhidmatan memahami dengan jelas kemahuan dan kehendak saya. <i>The service provider knows and understands my specific needs.</i>	1	2	3	4	5	6
12SME4	Penyedia perkhidmatan sentiasa meletakkan kehendak saya sebagai keutamaan. <i>The service provider always put my best interest at heart.</i>	1	2	3	4	5	6
	<i>Kebolehpercayaan / Reliability</i>						
13SML1	Servis yang dibuat selesai dalam jangkamasa yang telah dijanjikan. <i>The service delivered and completed within certain time frame as promised.</i>	1	2	3	4	5	6
14SML2	Servis yang diperlukan telah dijalankan seperti yang dijanjikan (mengikut deskripsi yang tertera dalam borang arahan servis). <i>The service required performed as promised (as per job order given to customer).</i>	1	2	3	4	5	6
15SML3	Penyedia perkhidmatan melakukan kerja atau servis yang betul pada kali pertama dan seterusnya. <i>The service provider performs the job or service right the first time.</i>	1	2	3	4	5	6
16SML4	Penyedia perkhidmatan memaklumkan kepada saya mengenai masa kerja-kerja servis akan dijalankan. <i>The service provider keeps me informed on when the service will be performed.</i>	1	2	3	4	5	6
17SML5	Penyedia perkhidmatan sentiasa memberi maklumat yang tepat dan betul (contohnya invois yang terperinci). <i>The service provider provides accurate information (e.g itemised invoice).</i>	1	2	3	4	5	6

khidmat sokongan /support service							
Bil./ No	Kenyataan/ Statement	Skala/ Scale					
18SP1	Kakitangan sokongan sentiasa memberi respon segera walaupun pada waktu sibuk atau lewat malam (contohnya kes kerosakan di waktu lewat malam). <i>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).</i>	1	2	3	4	5	6
19SP2	Kakitangan sokongan sentiasa mudah dihubungi semasa kecemasan dan kerosakan. <i>It is easy to contact the support service staff during emergency breakdown.</i>	1	2	3	4	5	6
20SP3	Pusat khidmat pelanggan mudah dihubungi untuk mendapat sebarang maklumat dan bantuan (contohnya pusat khidmat pelanggan, laman sesawang). <i>It is easy to get through to customer support service for any information or assistance (e.g customer call center, website).</i>	1	2	3	4	5	6
21SP4	Laman sesawang untuk urusan penempahan atau temujanji servis mestilah sentiasa tersedia kerana ianya penting untuk keselesaan dan menjimatkan masa saya. <i>The site for online booking must be consistently available as it is important for my convenient and saves my time.</i>	1	2	3	4	5	6

kualiti teknikal /technical quality							
Bil./ No	Kenyataan/ Statement	Skala/ Scale					
22STQ1	Penyedia perkhidmatan telah membantu menyelesaikan masalah kenderaan saya. <i>The service provider has assisted me to solve problems associated with my vehicle.</i>	1	2	3	4	5	6
23STQ2	Penyedia perkhidmatan telah melaksanakan kerja dengan baik sehingga menghindar segala masalah kepada kenderaan. <i>The service provider has performed well in doing their job resulting in free problems to my vehicle.</i>	1	2	3	4	5	6
24STQ3	Kerja-kerja servis biasanya dapat dijalankan dengan lancar dan diselesaikan tanpa sebarang gangguan atau tertangguh. <i>The service jobs normally completed successfully without interruption.</i>	1	2	3	4	5	6
25STQ4	Hasil kerja servis yang baik telah membantu kepada imej baik syarikat. <i>The service jobs performed by the service provider portray good image of the company.</i>	1	2	3	4	5	6

26STQ5	Alat-alat ganti dari pusat servis ini adalah asli dan mempunyai kualiti yang baik. <i>The spare parts offered by this service centre are genuine and of best quality.</i>	1	2	3	4	5	6
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rupabentuk /tangibility							
Bil./ No	Kenyataan/ Statement	Skala/ Scale					
27STB1	Penyedia perkhidmatan menyediakan ruang yang bersih dan selesa kepada pelanggan. <i>The service provider provides clean and comfortable lounge for customers.</i>	1	2	3	4	5	6
28STB2	Penyedia perkhidmatan menyediakan kemudahan fizikal dan kelengkapan yang terkini (contohnya ruang parkir, komputer, wifi, televisyen, minuman dan sebagainya). <i>The service provider provides up-to-date physical facilities and equipment (e.g customer's parking, computer, wifi, television, refreshment and etc.)</i>	1	2	3	4	5	6
29STB3	Penyedia perkhidmatan menyediakan persekitaran yang selamat dari bahaya dan bebas dari segala risiko. <i>The service provider provides environment free from danger, risk, or doubt.</i>	1	2	3	4	5	6
30STB4	Penyedia perkhidmatan berpakaian kemas dan nampak profesional. <i>The service provider is well dressed and appears neat to show professionalism.</i>	1	2	3	4	5	6
31STB5	Penyedia perkhidmatan menggunakan alat-alatan dan dokumen yang sesuai semasa memberi perkhidmatan kepada pelanggan. <i>The service provider used proper material and documentation during performing the service.</i>	1	2	3	4	5	6

SEKSYEN C: KUALITI HUBUNGAN (KEPUASAN, PERCAYA DAN KOMITMEN)

SECTION C: RELATIONSHIP QUALITY (SATISFACTION, TRUST AND COMMITMENT)

Kepuasan / Satisfaction							
Bil./ No	Kenyataan/ Statement	Skala/ Scale					
32RS1	Saya sangat gembira dengan prestasi baik penyedia perkhidmatan. <i>I am delighted with performance of the service provider.</i>	1	2	3	4	5	6
33RS2	Saya sangat berpuas hati terhadap hubungan baik dengan penyedia perkhidmatan. <i>I am very satisfied towards my relationship with the service provider.</i>	1	2	3	4	5	6
34RS3	Saya merasa senang hati apabila berurusan dengan penyedia perkhidmatan ini. <i>I feel good when dealing with the service provider.</i>	1	2	3	4	5	6
35RS4	Secara keseluruhannya, saya berpuas hati dengan penyedia perkhidmatan ini. <i>Overall, I am satisfied with the service provider.</i>	1	2	3	4	5	6
Percaya terhadap integrity penyedia perkhidmatan/ Trust in service provider's integrity							
Bil./ No	Kenyataan/ Statement	Skala/ Scale					
36RTG1	Penyedia perkhidmatan memberi perkhidmatan dengan jujur dan ikhlas. <i>My service provider performed with full of honesty.</i>	1	2	3	4	5	6
37RTG2	Penyedia perkhidmatan bekerja dengan penuh integriti. <i>My service provider performed with high integrity.</i>	1	2	3	4	5	6
38RTG3	Penyedia perkhidmatan di pusat servis ini boleh dipercayai dan amanah. <i>My service provider is trustworthy.</i>	1	2	3	4	5	6
39RTG4	Penyedia perkhidmatan tidak pernah berbohong dan mengambil kesempatan ke atas pelanggan dengan niat mengambil keuntungan di pihak mereka. <i>My service provider never hides any information with the intention to cheat me for their own benefit.</i>	1	2	3	4	5	6
Percaya kepada sifat baik hati penyedia perkhidmatan / Trust in service provider's benevolence							
Bil./ No	Kenyataan/ Statement	Skala/ Scale					
40RTB1	Penyedia perkhidmatan sangat mengambil berat akan kegembiraan saya. <i>My service provider is concern about my happiness.</i>	1	2	3	4	5	6
41RTB2	Saya percaya yang penyedia perkhidmatan akan sentiasa memahami kesukaran yang saya alami. <i>I believe my service provider will respond with understanding towards my difficulty.</i>	1	2	3	4	5	6

42RTB3	Saya boleh bergantung harap kepada penyedia perkhidmatan. <i>I can depend on my service provider based on their action that might affect me personally.</i>	1	2	3	4	5	6
43RTB4	Penyedia perkhidmatan menunjukkan kesungguhan untuk membantu walaupun ianya tidak memberi apa-apa kelebihan kepadanya. <i>The service provider has expressed their willingness to help me even it did not benefit them.</i>	1	2	3	4	5	6

Komitmen / Commitment							
Bil./ No	Kenyataan/ Statement	Skala/ Scale					
44RC1	Hubungan saya dengan penyedia perkhidmatan sangat rapat dan mesra. <i>I feel emotionally attached to the service provider.</i>	1	2	3	4	5	6
45RC2	Saya sangat komited dalam menjaga perhubungan baik dengan penyedia perkhidmatan <i>I am very committed to my relationship with the service provider.</i>	1	2	3	4	5	6
46RC3	Saya berhasrat untuk kekalkan dan meneruskan hubungan baik ini selama-lamanya. <i>I intend to maintain and continue this relationship indefinitely.</i>	1	2	3	4	5	6
47RC4	Penyedia perkhidmatan telah menyatakan hasrat untuk meneruskan hubungan dalam jangkamasa yang panjang. <i>The service provider has expressed his/her desire to establish long-term relationship with me.</i>	1	2	3	4	5	6
48RC5	Saya mempunyai tahap kesetiaan yang kuat terhadap penyedia perkhidmatan <i>I have a strong sense of loyalty towards the service provider.</i>	1	2	3	4	5	6
49RC6	Hubungan baik dengan penyedia perkhidmatan adalah penting untuk saya. <i>My relationship with the service provider is very important to me.</i>	1	2	3	4	5	6

SEKSYEN D: KESETIAAN PELANGGAN

SECTION D: CUSTOMER LOYALTY

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

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.

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

Soalan Berakhir / End of the questionnaire

Appendix B

Guidelines on number of sample size for a specified population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Source: Krejcie and Morgan's (1970)

Appendix C

*G*Power Analysis*

