FACTORS AFFECTING COMPLAINT BEHAVIOR AMONG MOTOR VEHICLE REPAIR SERVICE CONSUMERS IN SHAH ALAM, MALAYSIA

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Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfillment of the Requirements for the Masters of Science

September 2013
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FACTORS AFFECTING COMPLAINT BEHAVIOR AMONG MOTOR VEHICLE REPAIR SERVICE CONSUMERS IN SHAH ALAM, MALAYSIA

By

AZMI BIN MAT

September, 2013

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Understanding of consumer complaint behavior (CCB) is imperative in the present of competitive business environment as it serves as a quality improvement tool in order to enhance consumer satisfaction. This study aims to determine the factors influencing complaint behavior among motor vehicle repair and service consumers. Data was collected using self-administered questionnaire among 400 respondents who sent their cars for servicing at eight selected service centers representing four top car brands sold in the country for the year 2011. Those who had experienced a service failure within twelve months with the service center and were willing to participate in the study were selected. The respondents consisted of 60.8 percent female with an average age of 28.5 years old and majority had tertiary education level. The respondents experienced dissatisfaction with various types of dissatisfying episodes and prefer to lodge their complaints directly with the organization. Respondents’ attitude towards complaining was positive, with good knowledge of consumers' right but rather poor on technical matters related to car service. Among the demographic factors, only gender, education and occupation were found to
influence CCB. All the three factors explored namely attitude, knowledge and personality were found to have positive relationship with CCB. All of them contributed significantly to predicting CCB with adjusted $R^2=0.1223$, ($F=11.271; p=0.001$). This explained 12.23 percent of the variance in CCB with personality as the most influential factor. The results indicated that demographically, complainers are more likely to be female, better educated and worked in private sector. They were also found to be more assertive and exhibited greater self-confidence. Therefore, self-protection of consumers of motor vehicle repair and service could further be enhanced if that personality characteristic is accompanied with greater technical knowledge on complaint process. The service providers on the other hand should take the opportunity to rectify the dissatisfaction as they are given the opportunity to remedy the complaints and service failure. In addition, regulators or policy makers shall seriously look at the issues and undertake more effective regulatory measures to protect consumers. Government and its relevant agencies should strengthen the enforcement of the law such as Consumer Protection Act, 1999 and Pendedahan Maklumat Bengkel 2002, as well as to draft new policy or law since there is no other specific law to protect consumer in this industry.
Abstrak tesis yang dikemukan kepada Senat Universiti Putra Malaysia bagi memenuhi keperluan untuk Ijazah Sarjana Sains Pengguna

FAKTOR-FAKTOR YANG MEMPENGARUHI GELAGAT ADUAN DI KALANGAN PENGGUNA PERKHIDMATAN PEMBAIKIAN DAN SERVIS KENDERAAAN SEKITAR SHAH ALAM

Oleh

AZMI BIN MAT

Oktober, 2013

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Dewasa ini, memahami gelagat aduan pengguna merupakan sesuatu yang penting dalam perniagaan kerana ia berupaya untuk dapat membantu sesuatu organisasi untuk meningkatkan mutu perkhidmatan sekaligus meningkatkan tahap kepuasan pelanggan. Kajian ini dijalankan adalah bertujuan untuk mengenalpasti faktor-faktor yang mempengaruhi gelagat aduan dalam kalangan pengguna kenderaan bermotor di sekitar Shah Alam. Data telah dikumpul menggunakan borang soal selidik yang diedarkan kepada 400 orang responden di lapan pusat servis terpilih. Pusat servis ini terdiri daripada empat syarikat yang mengungguli carta jumlah jualan kenderaan tertinggi sepanjang tahun 2011. Responden yang telah mengambil bahagian dalam kajian ini adalah pelanggan yang pernah mengalami ketidakpuasan hati terhadap perkhidmatan pusat servis kenderaan dalam tempoh 12 bulan. Hasil kajian mendapati, 60.8 peratus responden adalah wanita, dengan purata umur 28.5 tahun dan berpendidikan tinggi. Responden telah mengalami pelbagai jenis episod ketidakpuasan hati dan lebih gemar untuk membuat aduan secara terus kepada organisasi. Hasil kajian juga mendapati, pengguna memiliki sikap yang positif
ACKNOWLEDGEMENT

First and foremost, praise to Allah Almighty for his consent for the task to be done. This research could not have been completed without the assistance of many people. I wish to express my appreciation and thank to my advisory committee, other researchers of consumer complaint behavior, friends who give ideas and my family have all contributed in important ways to this study.

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The other member of my research committee had also supported and aided my efforts. Dr. Elistina Abu Bakar challenged me to think independently and provided prompt, incisive feedback on my progress at all stages of the research. Besides, she always gave generously of her time to assist in the development of research instrument to be used in this study.

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studying and for their enormous knowledge and thereby is an inspiration to continuous learning. I would indeed be lost without all of this support. Once again thanks a million to all.

Azmi Mat
I certify that a Thesis Examination Committee has met on 4th September 2013 to conduct the final examination of Azmi bin Mat on his thesis entitled "Factors Affecting Complaint Behavior Among Motor Vehicle Repair Service Consumer in Shah Alam, Malaysia" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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Date: 14 November 2013
DECLARATION

I declare that the thesis is my original work except for the quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.

AZMI BIN MAT

Date: 4 September 2013
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<td>CCB</td>
<td>Consumer Complaint Behavior</td>
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<tr>
<td>FOMCA</td>
<td>Federation of Malaysian Consumer Association</td>
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<td>MDTCC</td>
<td>Ministry of Domestic Trade, Cooperative and</td>
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<td>Consumerism</td>
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<tr>
<td>NCCC</td>
<td>National Consumer Complaint Centre</td>
</tr>
<tr>
<td>NGO</td>
<td>Non Governmental Organization</td>
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<td>SPSS</td>
<td>Statistical Package for Social Science</td>
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