



UNIVERSITI PUTRA MALAYSIA

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

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VEHICLE REPAIR SERVICE CONSUMERS IN SHAH ALAM,
MALAYSIA**

AZMI BIN MAT

**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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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Master of Science

**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 dikemukakan kepada Senat Universiti Putra Malaysia bagi memenuhi keperluan untuk Ijazah Sarjana Sains Pengguna

**FAKTOR-FAKTOR YANG MEMPENGARUHI GELAGAT ADUAN DI
KALANGAN PENGGUNA PERKHIDMATAN PEMBAIKAN DAN SERVIS
KENDERAAN SEKITAR SHAH ALAM**

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Dewasa ini, memahami gelagat aduan pengguna merupakan sesuatu yang penting dalam perniagaan kerana ia berupaya untuk dapat membantu sesebuah 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

terhadap aduan dan memiliki pengetahuan yang baik terhadap hak-hak pengguna. Namun, pengetahuan responden terhadap hal-hal berkaitan teknikal kenderaan masih berada di tahap yang lemah. Sementara itu di antara faktor demografi yang diuji, hanya gender, latar belakang pendidikan dan sektor pekerjaan yang mempengaruhi gelagat aduan pengguna. Ketiga-tiga faktor yang diuji iaitu sikap, pengetahuan dan personaliti juga didapati mempunyai hubungan yang positif terhadap gelagat aduan pengguna. Pemboleh ubah yang dipilih menjelaskan 12.23 peratus dan personaliti merupakan faktor yang paling kuat menyumbang kepada gelagat aduan dalam kalangan pengguna pembaikan dan servis kenderaan bermotor. Kesimpulannya, responden terdiri dari kalangan wanita, berpendidikan tinggi dan bekerja di sektor swasta. Responden juga didapati memiliki tahap keyakinan diri yang tinggi. Justeru, perlindungan diri perlu diperkukuhkan dan digabung jalinkan dengan tahap pengetahuan teknikal yang baik. Organisasi dan penyedia perkhidmatan perlu mengambil peluang keemasan ini untuk menangani masalah yang dihadapi oleh pelanggan kerana ia memberi ruang untuk menambahbaik kualiti perkhidmatan pada masa yang akan datang. Selain itu, penggubal polisi dan undang-undang perlu memandang isu ini secara serius dalam usaha menyahut seruan kerajaan untuk melindungi golongan pengguna. Kerajaan dan agensi di bawahnya juga perlu bertindak lebih proaktif dalam menguatkuasakan undang-undang sedia ada seperti Akta Perlindungan Pengguna, 1999 dan Peraturan Pendedahan Maklumat Bengkel 2002 atau menggubal undang-undang khusus untuk melindungi pengguna di dalam sektor ini memandangkan tiada undang-undang khas buat masa sekarang.

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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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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.

The logo of Universiti Putra Malaysia (UPM) is a shield-shaped emblem. It features a red and white geometric design with a central vertical element and a horizontal bar across the middle. The letters 'UPM' are prominently displayed in white on a red background in the upper left corner of the shield.

AZMI BIN MAT

Date: 4 September 2013

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LIST OF ABBREVIATIONS

CCB	Consumer Complaint Behavior
FOMCA	Federation of Malaysian Consumer Association
MDTCC	Ministry of Domestic Trade, Cooperative and Consumerism
NCCC	National Consumer Complaint Centre
NGO	Non Governmental Organization
SPSS	Statistical Package for Social Science
TCC	Tribunal for Consumer Claims

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