

## ABSTRACT

This study had as its purpose, the study of the difference in perceived car after-sales service quality measure by three dimensions of kindness tangibles and faith, satisfaction with after-sales service, dealer after-sales loyalty and brand loyalty between Toyota and Honda customers. Additionally this study investigated the relationship between these variables for Toyota and Honda customers.

Responses were obtained from 400 customers, 200 each of Toyota and Honda eyed using a self-completion survey of close-ended questions to measure customers' opinions. Using Statistical Package of Social Science (SPSS), the results were analyzed using statistical analysis methods based on percentage, mean, standard deviation, independent samples t-test, analysis of variance (ANOVA) and multiple linear regression.

Results of this study showed that there was no statistically significant difference in perceived car after-sales service quality when determined by kindness dimension, whereas there was a statistically significant difference in perceived car after-sales service quality dimension when determined by tangibles and faith dimensions. Additionally there was no statistically significant difference in dealer after-sales service loyalty and brand loyalty between Toyota and Honda customers, while there was a statistically significant difference in satisfaction with after-sales service of Toyota and Honda customers.

Furthermore, findings of this study indicated that there was a statistically significant relationship between perceived car after-sales service quality and satisfaction with after-sales service for Toyota and Honda customers, while there was a statistically significant relationship between dealer after-sales loyalty and brand loyalty of Toyota and Honda customers. There was a statistically significant relationship between satisfaction with after-sales service and dealer after-sales loyalty for Honda customers, while for Toyota customers, this relationship was not found. Also dealer after-sales loyalty was found to have an effect on brand loyalty for both Toyota and Honda customers. However, this research did not find any effect of perceived car after-sales service quality and satisfaction with after-sales service on brand loyalty of Toyota and Honda customers.

From these findings, Toyota and Honda companies need to ensure excellent after-sales service support to dealers to obtain brand loyalty. In addition, dealerships of Toyota and

Honda should provide optimal after-sales service to satisfy customers and obtain dealer after-sales service loyalty.

