

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF MANAGEMENT STUDIES  
MBA PROGRAMME**

**EFFECT OF PRODUCT QUALITY DIMENSIONS ON  
CUSTOMER PERCEIVED VALUE AND  
REPURCHASE INTENTION TOWARDS  
SHWE DAEHAN MOTORS CO., LTD.**

**PANN MOH MOH PHYU  
EMBA II-66  
EMBA 20<sup>th</sup> BATCH**

**MAY, 2025**

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF MANAGEMENT STUDIES  
MBA PROGRAMME**

**EFFECT OF PRODUCT QUALITY DIMENSIONS ON  
CUSTOMER PERCEIVED VALUE AND  
REPURCHASE INTENTION TOWARDS  
SHWE DAEHAN MOTORS CO., LTD.**

**ACADEMIC YEAR (2023-2025)**

**Supervised by:**

**Dr. Khin Thet Htwe  
Professor  
Department of Management Studies  
Yangon University of Economics**

**Submitted by:**

**Pann Moh Moh Phyu  
EMBA II - 66  
EMBA 20<sup>th</sup> Batch  
2023 – 2025**

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF MANAGEMENT STUDIES  
MBA PROGRAMME**

**EFFECT OF PRODUCT QUALITY DIMENSIONS ON  
CUSTOMER PERCEIVED VALUE AND  
REPURCHASE INTENTION TOWARDS  
SHWE DAEHAN MOTORS CO., LTD.**

This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

**Supervised by:**

**Dr. Khin Thet Htwe  
Professor  
Department of Management Studies  
Yangon University of Economics**

**Submitted by:**

**Pann Moh Moh Phyu  
EMBA II - 66  
EMBA 20<sup>th</sup> Batch  
2023 – 2025**

## ACCEPTANCE

This is to certify that the thesis entitled “**Effect of Product Quality Dimensions on Customer Perceived Value and Repurchase Intention towards Shwe Daehan Motors Co., Ltd.**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

### Board of Examiners

-----  
(Chairman)

Dr. Tin Tin Htwe

Rector

Yangon University of Economics

-----  
(Supervisor)

-----  
(Examiner)

-----  
(Examiner)

-----  
(Examiner)

-----  
(Examiner)

-----  
(Examiner)

-----  
(Examiner)

MAY, 2025

## **ABSTRACT**

The objectives of the study are to analyze the effect of product quality dimensions on customer perceived value and to examine the mediating effect of customer satisfaction on the relationship between customer perceived value and repurchase intention towards Shwe Daehan Motors Co., Ltd. There are 5,109 customers until December 2024 who bought Hyundai brand new cars at Shwe Daehan Motors Co., Ltd. Sample size 358 out of 5,109 customers is calculated by using Raosoft sample size calculator. Simple random sampling is used to select the customers. In this study, online survey method through structured questionnaire with five-point Likert scale is used to collect the primary data. Data collection period started from early January to end of March 2025. Secondary data are obtained from relevant text books, previous research papers, articles, journals, websites, international dissertations and related documents from Shwe Daehan Motors Co., Ltd. Descriptive statistics and linear regression analysis are utilized in the study. According to the regression analysis, the results indicate that among the product quality dimensions, perceived quality has positive and significant effect on customer perceived value. Features of product quality also have positive and significant effect on customer perceived value. There is a mediating effect of customer satisfaction on the relationship between customer perceived value and repurchase intention in buying Hyundai cars at Shwe Daehan Motors Co., Ltd. The results demonstrate that customer perceived value positively and significantly effect on customer satisfaction and strongly influences repurchase intention, confirming customer satisfaction as a mediator. Shwe Daehan Motors Co., Ltd. should prioritize and enhance several aspects of its product quality emphasizing perceived quality and features of Hyundai vehicles to strengthen its market positioning and fostering customer satisfaction, ultimately driving customer loyalty and repurchase intentions.

## **ACKNOWLEDGEMENTS**

First and foremost, I would like to respectfully express my sincere regard and gratitude to Professor Dr. Tin Tin Htwe, Rector of Yangon University of Economics, for giving me an opportunity to submit this thesis as part of the requirements for my Master degree of Business Administration (MBA).

I would like to express my sincere gratitude and respect to Professor Dr. Thin Nwe Oo, the Programme Director and Head of the Department of Management Studies at Yangon University of Economics, for her invaluable teaching, expertise, guidance, advice and support throughout this thesis journey.

I would like to extend my heartfelt gratitude to my supervisor, Professor Dr. Khin Thet Htwe, for her valuable instructions, kind guidance, helpful advices and great support throughout my thesis. Without her valuable insights, patience and kind guidance, this thesis will not be finished.

I would like to express my sincere gratitude Professor Dr. Hla Hla Mon, Professor Dr. Than Thuzar, Professor Dr. Myint Myint May, Associate Professor Dr. Kay Thi Soe and Associate Professor Dr. May Win Kyaw from the Department of Management Studies, Yangon University of Economics, for their invaluable knowledge, kind assistance, guidance and valuable advises in helping me to prepare this study. Their valuable lectures, support, and suggestions greatly contributed to guiding and inspiring me to complete this research.

Furthermore, I would like to express my appreciation to the faculty and all the staffs in the Department of Management Studies who provided me with all the administrative support and help during my academic years.

My acknowledgment extends to all classmates of EMBA 20<sup>th</sup> Batch, my family, colleagues at work and to all who have walked with me on this challenging but fulfilling journey.

Finally, I am grateful to the customers who purchased Hyundai cars at Shwe Daehan Motors Co., Ltd., for their invaluable cooperation with my thesis. Their willingness to volunteer their time and respond to the survey questions was highly appreciated.

# TABLE OF CONTENTS

	<b>Page</b>
<b>ABSTRACT</b>	i
<b>ACKNOWLEDGEMENTS</b>	ii
<b>TABLE OF CONTENTS</b>	iii
<b>LIST OF TABLES</b>	v
<b>LIST OF FIGURES</b>	vi
<b>LIST OF ABBREVIATIONS</b>	vii
<b>CHAPTER 1 INTRODUCTION</b>	<b>1</b>
1.1 Rationale of the Study	3
1.2 Objectives of the Study	6
1.3 Scope and Method of the Study	6
1.4 Organization of the Study	7
<b>CHAPTER 2 THEORETICAL BACKGROUND</b>	<b>8</b>
2.1 Product Quality Dimensions	8
2.2 Customer Perceived Value	13
2.3 Customer Satisfaction	15
2.4 Repurchase Intention	16
2.5 Previous Studies	18
2.6 Conceptual Framework of the Study	22
<b>CHAPTER 3 PROFILE AND PRODUCT QUALITY DIMENSIONS OF SHWE DAEHAN MOTORS CO., LTD.</b>	<b>23</b>
3.1 Profile of Shwe Daehan Motors Co., Ltd.	23
3.2 Organizational Structure of Shwe Daehan Motors Co., Ltd.	25
3.3 Product Quality Dimensions of Shwe Daehan Motors Co., Ltd.	27
3.4 Reliability Analysis	31
3.5 Demographic Profile of Respondents	33

<b>CHAPTER 4</b>	<b>ANAYSIS ON THE EFFECT OF PRODUCT QUALITY DIMENSIONS ON CUSTOMER PERCEIVED VALUE AND REPURCHASE INTENTION TOWARDS SHWE DAEHAN MOTORS CO., LTD.</b>	<b>35</b>
4.1	Customer Perception on Product Quality Dimensions, Customer Perceived Value, Customer Satisfaction and Repurchase Intention	35
4.2	Analysis on Effect of Product Quality Dimensions on Customer Perceived Value	47
4.3	Analysis on Mediating Effect of Customer Satisfaction on the Relationship between Customer Perceived Value and Repurchase Intention	49
<b>CHAPTER 5</b>	<b>CONCLUSION</b>	<b>54</b>
5.1	Findings and Discussions	54
5.2	Suggestions and Recommendations	57
5.3	Needs for Further Research	58
<b>REFERENCES</b>		
<b>APPENDIX – A</b>	Survey Questionnaire	
<b>APPENDIX – B</b>	SPSS Output Data	

## LIST OF TABLES

<b>Table No.</b>	<b>Description</b>	<b>Page</b>
Table (3.1)	Rule about Cronbach's Coefficient Alpha	31
Table (3.2)	Results of Cronbach's Alpha Value	32
Table (3.3)	Demographic Profile of Respondents	33
Table (4.1)	Performance	36
Table (4.2)	Features	37
Table (4.3)	Reliability	38
Table (4.4)	Conformance	39
Table (4.5)	Durability	40
Table (4.6)	Serviceability	41
Table (4.7)	Aesthetics	42
Table (4.8)	Perceived Quality	43
Table (4.9)	Customer Perceived Value	44
Table (4.10)	Customer Satisfaction	45
Table (4.11)	Repurchase Intention	46
Table (4.12)	Effect of Product Quality Dimensions on Customer Perceived Value	47
Table (4.13)	Effect of Customer Perceived Value on Repurchase Intention	49
Table (4.14)	Effect of Customer Perceived Value on Customer Satisfaction	50
Table (4.15)	Effect of Customer Perceived Value on Customer Satisfaction on Repurchase Intention	51
Table (4.16)	Sobel Test Result for Mediating Test for Customer Satisfaction on the Relationship between Customer Perceived Value and Repurchase Intention	51

## LIST OF FIGURES

<b>Figure No.</b>	<b>Description</b>	<b>Page</b>
Figure (2.1)	Conceptual Framework of Hoe and Mansori	19
Figure (2.2)	Conceptual Framework of Noviana & Oktavia	20
Figure (2.3)	Conceptual Framework of Uzir et al.	21
Figure (2.4)	Conceptual Framework of the Study	22
Figure (3.1)	Organizational Chart of Shwe Daehan Motors Co., Ltd.	25
Figure (4.1)	Mediating Effect of Customer Satisfaction on the Relationship between Customer Perceived Value and Repurchase Intention	52

## **LIST OF ABBREVIATIONS**

CEO	- Chief Executive Officer
CID	- Coordination and Innovation Division
GA	- General Affairs
HR	- Human Resources

# CHAPTER 1

## INTRODUCTION

In the highly competitive automotive industry, understanding the factors that influence customer perceptions and purchasing decisions is critical for manufacturers and marketers. As Myanmar's automotive market continues to develop, companies like Shwe Daehan Motors Co., Ltd. are striving to differentiate themselves through product quality and customer satisfaction. Myanmar's automotive sector has experienced growth over the past decade, driven by economic development, urbanization, and increasing disposable incomes among the population (Asian Development Bank, 2020).

Product quality is the features, and attributes of certain product that control its ability to meet customer expectations and perform its purposive function (Garvin, 1984). Product quality has always been seen as a key factor that influences customer satisfaction, how valuable they think the product is, and their loyalty to the brand (Zeithaml, 1988). Garvin (1984) encompasses multiple dimensions of product quality that collectively shape customer evaluations and decision-making processes. These aspects include how well the product works, its features, reliability, compliance with standards, durability, ease of maintenance, appearance, and how customers perceive its quality. Together, they offer a complete way to understand and handle product quality. Each dimension contributes uniquely to the perception of a product and influences customer attitudes and behaviors (Garvin, 1984).

The performance refers to how well a vehicle meets functional requirements and performs under real-world conditions (Kumar & Reinartz, 2016). It directly influences customer satisfaction and perceived value, especially in markets where reliability and safety are highly valued (Kumar & Reinartz, 2016). Feature is defined as a product characteristic that complements the basic function of the product (Kotler & Keller, 2016). Features encompass additional functionalities that enhance the vehicle's utility, comfort, or prestige, thereby influencing customer preferences and differentiation in competitive markets (Kotler & Keller, 2016).

Reliability means company delivers on its promises and it refers to the consistency of vehicle performance over time, reducing uncertainty and fostering trust (Anderson & Sullivan, 1993). Garvin (1984) indicated that conformance is a traditional

approach to quality, focusing on whether a product or service adheres to predefined standards or specifications. This dimension is particularly relevant in environments where meeting exact specifications is critical. Conformance to standards means how well a vehicle follows set rules and quality requirements to ensure safety and compliance (Juran & Godfrey, 1999).

Durability is defined how long a product lasts, considering both its value and how well it works (Garvin, 1984). It measures the vehicle's lifespan and resistance to wear and tear, influencing long-term customer satisfaction and perceived value (Garvin, 1984). Serviceability means how easy it is to maintain and fix (Parasuraman et al., 1988). It influences total ownership costs and customer convenience, thereby affecting repurchase decisions (Parasuraman et al., 1988).

Aesthetics refers to assess the beauty, appeal, and overall effectiveness of a work of art, including design, style, and visual appeal, attracts customers seeking status or personal satisfaction from their vehicle choices (Bloch, 1995). Perceived quality is the customer's perception of the overall quality or superiority of a product based on brand reputation, reviews, and personal experiences (Zeithaml, 1988). It often influences customer choice independently of actual quality.

Customer perceived value is defined as the evaluation of the product's utility based on perceptions of what is received versus what is sacrificed (Zeithaml, 1988). It reflects a subjective judgment that considers the benefits derived from the vehicle relative to its costs, including monetary, time, and effort investments. In the automotive sector, perceived value influences customer satisfaction, loyalty, and repurchase intentions (Sweeney & Soutar, 2001). Customer perceived value is crucial as it directly impacts purchase decisions, brand loyalty, and ultimately, the success of the brand (Zeithaml, 1988). High perceived value leads to increased customer satisfaction, which in turn fosters attitudinal and behavioral loyalty (Zeithaml, 1988).

Customer satisfaction is how happy or disappointed someone feels after comparing a product's actual performance or results to what they expected (Kotler & Keller, 2016). Customer satisfaction is crucial because it directly impacts customer loyalty, repeat business, and positive word-of-mouth, ultimately leading to increased sales and brand value (Yadav & Sharma, 2020). High customer satisfaction help build a good brand image and lead to long-term success (Yadav & Sharma, 2020).

Repurchase intention refers to when a customer decides to buy the same brand or product again later (Hellier et al., 2003). It is a critical indicator of customer loyalty and business sustainability. Perceived quality positively influences repurchase intention, mediated by customer satisfaction and perceived value (Chen & Tsai, 2007). Repurchase intention is crucial for businesses because it signifies customer loyalty and long-term business success (Yadav & Sharma, 2020). A high repurchase intention indicates that customers are satisfied with their Hyundai car experience and are likely to choose the brand again in the future (Yadav & Sharma, 2020). This, in turn, leads to repeat business, brand advocacy, and a more stable customer base (Yadav & Sharma, 2020).

In Myanmar, there are challenges such as infrastructural limitations and evolving regulatory frameworks, the demand for quality vehicles continues to grow (Asian Development Bank, 2020). Shwe Daehan Motors, as a local automotive retailer and assembler, faces the task of aligning its product offerings with customer expectations rooted in various quality dimensions. Shwe Daehan Motors Co., Ltd., a key player in Myanmar's automotive sector, aims to enhance its competitive edge by understanding how various product quality attributes influence customer perceptions and behaviors. By examining the relationships between product quality dimensions, perceived value, and repurchase intention, this study provides actionable insights for the company to improve product design, marketing strategies, and customer relationship management.

## **1.1 Rationale of the Study**

In the automotive sector, where product differentiation and customer satisfaction are important, investigating consumer perceptions and behaviors becomes even more crucial. This study aims to investigate the effect of product quality dimensions on customer perceived value, customer satisfaction and repurchase intention towards Shwe Daehan Motors Co., Ltd. in Myanmar. Understanding how specific aspects of product quality influence customer perceptions and behaviors is vital for the company's growth and competitiveness in the automotive market.

Repurchase intention reflects the customer's willingness to buy the same product again. It is a key indicator of customer satisfaction and brand loyalty which is

important for Shwe Daehan Motors Co., Ltd. and other automobile manufacturers since it represents consumer loyalty and long-term commercial success. Understanding what drives customers to revisit and repurchase from Shwe Daehan Motors Co., Ltd. is critical to develop strategies that foster long-term relationships.

Customer satisfaction means the customer's overall contentment with their purchase experience. It is a critical determinant of perceived value and repurchase intention, serving as a bridge between product quality perceptions and future buying behavior. Customer satisfaction is a crucial mediating variable that reflects how well the product meets or exceeds customer expectations as satisfied customers are more likely to develop a positive perceived value and demonstrate repurchase behavior. Data on customer satisfaction, such as surveys and ratings, can assist Shwe Daehan Motors Co., Ltd. in figuring out how to effectively enhance or modify its goods and services.

Customer perceived value represents the customer's evaluation of the product's worth relative to its cost. When customers see high value in a brand, they are more likely to purchase it again. Customer perceived value captures the customer's assessment of the product's benefits relative to its costs, making it a key determinant influencing both satisfaction and repurchase decisions. Shwe Daehan Motors Co., Ltd. relies heavily on customer perceived value since it has a direct influence on brand loyalty, purchase decisions, and, eventually, brand success. Customer satisfaction rises with high perceived value, and this in turn encourages behavioral and attitude loyalty on Hyundai vehicles assembled by Shwe Daehan Motors Co., Ltd. in Myanmar.

Shwe Daehan Motors Co., Ltd.'s focusing on product quality dimensions which include performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality and its specific product quality provides a detailed understanding of the factors that shape customer perceptions and behaviors towards its Hyundai vehicles. Performance reflects how well the vehicle functions in real-world conditions. High performance enhances customer satisfaction and confidence, making it a critical determinant of perceived value and the likelihood of repurchase Hyundai vehicles at Shwe Daehan Motors Co., Ltd. and studying performance quality helps Shwe Daehan Motors Co., Ltd. to identify which aspects of vehicle operation most impact customer loyalty.

Features are additional functionalities and innovations integrated into the vehicle. These features quality enhance the user experience and differentiate products of Shwe Daehan Motors Co., Ltd. from competitors. By studying the quality features of their products, Shwe Daehan Motors Co., Ltd. can understand how these features affect how customers see value and whether they decide to buy again.

Reliability is the consistency and dependability of the vehicle over time. A reliable product of Shwe Daehan Motors Co., Ltd. reduces maintenance costs and customer frustrations, thereby increasing perceived value and promoting repeat purchase intentions of Hyundai vehicles at Shwe Daehan Motors Co., Ltd.

Conformance is the degree to which the vehicle meets quality standards and specifications. Conformance indicates the product's adherence to quality standards, which is essential for customer trust. Shwe Daehan Motors Co., Ltd. can ensure its product quality meets standards, helping to build trust with customers.

Durability is one of the important aspects of product quality as it reflects the product's lifespan, affecting long-term satisfaction and perceived value of product. Durability concerns the vehicle's lifespan and resistance to wear and tear. Durable vehicles of Hyundai vehicles at Shwe Daehan Motors Co., Ltd. are perceived as better investments, elevating perceived value and positively impacting repurchase decisions.

Serviceability relates to the ease and speed of repairs and maintenance. Serviceability, or ease of maintenance and repairs, affects ownership experience for customers who purchased Hyundai vehicles at Shwe Daehan Motors Co., Ltd. Good serviceability enhances customer satisfaction, reduces downtime, and influences perceptions of overall quality, thereby affecting repurchase intention.

Aesthetics is the appearance and overall design of a vehicle, focusing on how it looks. An attractive appearance of Hyundai vehicles at Shwe Daehan Motors Co., Ltd. can influence initial purchase decisions and reinforce perceived quality, which affects customer loyalty and repurchase intention.

Perceived quality is the customer's overall judgment about the vehicle's excellence beyond just product reliability. It combines all product quality dimensions and directly affects perceived value and the likelihood of repurchase. The perceived quality dimension is an important aspect of Hyundai cars' competitiveness, brand image and success in Myanmar market.

Myanmar's automotive industry is experiencing rapid growth. However, market penetration remains relatively low compared to neighboring countries, partly due to concerns over vehicle quality, after-sales service, and brand trust. Studying the above factors helps Shwe Daehan Motors Co., Ltd. understand how product quality affects what customers think and do. It enables Shwe Daehan Motors Co., Ltd. to identify critical quality aspects that drive customer loyalty and improve product development, marketing strategies, and after-sales services to enhance customer retention and business growth.

## **1.2 Objectives of the Study**

The objectives of the study are as follows:

- (1) To analyze the effect of product quality dimensions on customer perceived value towards Shwe Daehan Motors Co., Ltd., and
- (2) To examine the mediating effect of customer satisfaction on the relationship between customer perceived value and repurchase intention towards Shwe Daehan Motors Co., Ltd.

## **1.3 Scope and Method of the Study**

This study focuses mainly on product quality dimensions of Hyundai cars influenced on customer perceived value, customer satisfaction and repurchase intention at Shwe Daehan Motors Co., Ltd. There are 5,109 customers until December 2024 who bought Hyundai brand new cars at Shwe Daehan Motors Co., Ltd. Sample size is 358 out of 5,109 customers calculated by using Raosoft sample size calculator. Customers are selected using simple random sampling. Data collection period started from early January to end of March 2025. Online survey method with structured questionnaire with five-point Likert scale is used to collect primary data. Secondary data are obtained from relevant text books, previous research papers, articles, journals, websites, international dissertations and related documents from Shwe Daehan Motors Co., Ltd. Descriptive statistics and linear regression analysis are utilized in the study.

#### **1.4 Organization of the Study**

The study is organized into five chapters. Chapter one is the introduction that includes the rationale of the study, the objectives of the study, the scope and method of the study, and organization of the study. Chapter two is theoretical background which consists of factors affecting product quality dimensions, customer perceived value, customer satisfaction and repurchase intention, previous studies and conceptual framework of the study. Chapter three comprises profile and product quality dimensions of Shwe Daehan Motors Co., Ltd., reliability analysis and demographic profile of respondents. Chapter four presents analysis on the effect of product quality dimensions on customer perceived value and repurchase intention towards Shwe Daehan Motors Co., Ltd. Chapter five is conclusion of the study which includes findings and discussions, suggestions and recommendations and needs for further research.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

This chapter presents the theoretical background on dimensions of product quality, customer perceived value, customer satisfaction, repurchase intention, previous studies and conceptual framework of the study.

#### **2.1 Product Quality Dimensions**

Product quality is a product's ability to demonstrate function, which includes overall durability, reliability, accuracy, ease of operation, and repair product, as well as other product attributes (Kotler & Armstrong, 2012). Customers purchase and utilize physical products to fulfill their needs. It is essential for firms to understand the fundamental concept of customer requirements (Zhang et al., 2019).

Companies that offer products with attractive features, appropriate size, appealing color, functional quality, and good serviceability can enhance their competitiveness and deliver higher value to customers (Prakash et al., 2017). Touridis and Trivellas (2010) indicated that satisfied consumers remain loyal to existing products, whereas dissatisfied consumers tend to switch to competitors' offerings. Uddin (2013) asserted that perceived product quality positively influences customer satisfaction, highlighting its psychological importance.

Product quality is considered a key driver of customer satisfaction and enhanced understanding of quality can increase consumer contentment (Uddin, 2013). It is reasonable to expect that customers will be satisfied with the quality of a particular brand's products (Ayo et al., 2016). Hamzah and Shamsudin (2020) indicated that there was a significant relationship between product quality and customer satisfaction. Product quality refers to a product's ability to meet or surpass customer expectations (Waters & Waters, 2008). Foster (2001) emphasized that quality is multidimensional, and each dimension can be leveraged strategically to gain competitive advantage.

Garvin (1987) introduced a framework for product quality through eight dimensions such as performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality, which serve as foundational elements for assessing and managing quality.

The first dimension, performance refers to the primary operating characteristics that determine how well a product functions to meet its intended purpose (Garvin, 1987). Features are extra qualities that make the product more attractive and give customers added value. They go beyond the main functions but are less important than the core performance (Garvin, 1987). Reliability measures the likelihood that a product will operate without failure over a specified period, reflecting its dependability and consistency (Garvin, 1987).

Conformance checks how well a product follows set standards and specifications, making sure its quality is consistent and uniform (Garvin, 1987). Durability is the longevity of the product, indicating how long it can withstand normal usage conditions before deteriorating or requiring replacement (Garvin, 1987). Serviceability considers how easily, quickly, and cost-effectively a product can be repaired or maintained when issues arise, influencing customer satisfaction and lifecycle costs (Garvin, 1987).

Aesthetics involve the sensory attributes of the product—such as its look, feel, and sound—which influence personal and subjective preferences and perceptions of desirability (Garvin, 1987). Perceived quality is the overall opinion of the customers towards the product and it reflects the customer's subjective judgment of a product's overall quality (Garvin, 1987).

### **2.1.1 Performance**

Performance is a fundamental aspect of product and service quality, reflecting how well a product meets its intended functions and user expectations (Juran & Godfrey, 1999). Performance describes a product's essential function. For a car, performance include characteristics like reliable engine power, efficient handling, transmission, acceleration, cruising, speed control and etc. (Garvin, 1984). According to Zeithaml (1988), performance directly influences customer satisfaction and perceived quality, as it refers to the core functionalities delivered. Performance measures can vary across industries but generally include efficiency, effectiveness, and the ability to fulfill the promises made by a product. High-performing products tend to foster customer loyalty and positive word-of-mouth, thereby affecting organizational success (Parasuraman et al., 1985). Moreover, advancements in technology continuously redefine performance expectations, making it a dynamic variable that

organizations must monitor closely. Performance remains an important variable in assessing quality, as it embodies the core utility and functionality perceived by consumers (Garvin, 1987).

### **2.1.2 Features**

Features refer to the specific attributes or characteristics of a product or service that enhance its appeal and functionality (Kotler & Keller, 2016). They serve as differentiators in competitive markets, influencing consumer choice. Features are extra characteristics that go beyond the main functions of a product and provide additional benefits (Garvin, 1987). According to Kotler and Keller (2016), features can add value by fulfilling specific needs and preferences, thereby improving perceived quality and customer satisfaction. Features also play a crucial role in product differentiation strategies, where firms innovate to include unique attributes that set their offerings apart (Porter, 1985). However, complex features may lead to consumer confusion or dissatisfaction, emphasizing the importance of balancing feature richness with usability (Sweeney & Soutar, 2001). Consumers often evaluate features based on their relevance and utility, rather than sheer quantity (Li & Atkinson, 2020). Features are vital in shaping consumer perceptions and competitive positioning, acting as key determinants of purchase decisions and perceived quality.

### **2.1.3 Reliability**

Reliability is how well a product or service works as expected and continues to do so over time under specific conditions (Stellman & Greene, 2005). Crosby (1979) emphasized that reliability is a determinant of perceived quality in manufacturing and technical services. In products, reliability involves minimal breakdowns, durability, and predictable performance (Juran & Godfrey, 1999). Reliability is important because it helps lower costs from defects and warranty claims, which makes the organization run more smoothly (Oakland, 2003). Reliability influences customer loyalty, as consistent performance fosters trust and reduces perceived risk (DeWitt, 2011). Organizations invest heavily in quality control and maintenance strategies to enhance reliability and sustain competitive advantage.

#### **2.1.4 Conformance**

Conformance is defined as the extent to which a product or service adheres to specified standards and requirements (Garvin, 1987). It is a critical component of quality management, emphasizing the degree to which offerings meet predetermined specifications (Garvin, 1987). Conformance ensures uniformity, reduces defects, and enhances customer satisfaction through consistent quality. In manufacturing, conformance is closely associated with quality control processes that monitor and prevent deviations from standards (Feigenbaum, 1991). Referring to services, conformance involves delivering services that meet customer expectations and regulatory requirements consistently (Crosby, 1979). Achieving high conformance levels often entails stringent inspection, standardized processes, and continuous improvement initiatives like Six Sigma (Smith, 1986). Conformance positively influences perceived quality, customer trust, and brand reputation (Juran & Godfrey, 1999). Conformance ensures that products and services meet quality benchmarks, fostering customer confidence and reducing costs associated with non-conformance.

#### **2.1.5 Durability**

Durability refers to the lifespan and resilience of a product or service under normal usage conditions (Oliver, 1997). It is a vital indicator of quality, influencing consumer perceptions, purchase decisions, and overall satisfaction (Garvin, 1987). Durable products are seen as providing better value because they last longer, so consumers do not need to replace them as often, saving them money (Oliver, 1997). In manufacturing, durability is achieved through robust design, quality materials, and effective manufacturing processes (Juran & Godfrey, 1999). Durability affects customer trust and brand loyalty (Keller, 2008). Sustainability concerns have heightened the importance of durability, with consumers favoring environmentally friendly, long-lasting products (McDonough & Braungart, 2002). Durability remains a critical component of perceived quality and a strategic priority for firms aiming for competitive differentiation.

#### **2.1.6 Serviceability**

Serviceability is defined as the ease and speed with which a product can be repaired, maintained, or serviced to restore it to proper functioning (Juran & Godfrey,

1999). It is an essential dimension of quality, especially for complex or high-investment products. According to Garvin (1987), high serviceability reduces downtime, minimizes maintenance costs, and enhances customer satisfaction. In manufacturing, serviceability involves designing products for ease of repair, availability of spare parts, and clear maintenance procedures (Juran & Godfrey, 1999). It encompasses responsiveness, flexibility, and the ability to address customer issues promptly (Parasuraman et al., 1988). Serviceability influences perceived quality for products with high usage or operational complexity (Kuo & Yang, 2011). Serviceability is linked to customer loyalty, as quick and effective service recovery can transform dissatisfied customers into advocates (Schneider & Bowen, 1995). Organizations use technology and remote diagnostics to make their services better, showing how important these tools are in competitive markets.

### **2.1.7 Aesthetics**

Aesthetics is defined as the visual appeal, design, and sensory experience of a product or service (Krishna, 2012). It significantly influences consumer perceptions and purchase decisions, as aesthetic qualities often evoke emotional responses. Aesthetics include color, shape, texture, and style for products. These elements help define the brand and make the product stand out (Bloch, 1995). Aesthetically pleasing products tend to be perceived as higher quality, regardless of functional attributes (Hagtvedt & Patrick, 2009). Aesthetics extend to the physical environment, packaging, and presentation, which can enhance customer experience and satisfaction (Bitner, 1992). Furthermore, aesthetic appeal has been linked to perceived value, influencing willingness to pay premium prices (Park et al., 2010). Designers and marketers recognize that aesthetic considerations are integral to brand positioning and consumer engagement. Aesthetics is a crucial factor that shapes perceptions of quality, desirability, and emotional connection with a product.

### **2.1.8 Perceived Quality**

Perceived quality is what a consumer thinks about how good or superior a product or service is and is important in consumer decision-making and brand positioning (Zeithaml, 1988). Unlike objective quality, perceived quality is influenced by personal experiences, brand reputation, advertising, and social influences (Aaker,

1996). High perceived quality often leads to increased customer satisfaction, loyalty, and willingness to pay premium prices (Reichheld & Sasser, 1990). Scholars have identified various antecedents of perceived quality, including tangible attributes, reliability, responsiveness, and aesthetics (Parasuraman et al., 1988). In marketing, managing perceived quality involves consistent delivery, branding strategies, and customer relationship management to shape consumer perceptions positively (Kotler & Keller, 2016). The perceived quality of a product influences customer satisfaction, repurchase intention, and brand perception (Noviana & Oktavia, 2023). Perceived quality is a determinant factor of market success, affecting consumer choice and brand equity.

## **2.2 Customer Perceived Value**

Customer perceived value is the difference between the customer's evaluation of all the benefits and all the costs of a product or service, compared to perceived alternatives (Kotler, 2016). Customer's evaluations of the usefulness of a product or service are referred to as perceived value, which is rooted in consumers' perceptions of the exchanges involved (Zeithaml, 1988). Customer-perceived value can be expressed as the total benefits offered to a customer minus the total costs incurred by the customer (Gronroos, 1997). Holbrook (1994) described value as a trade-off between the benefits people get and the sacrifices people make.

Marketers endeavor to enhance customer perceived value because it influences purchasing decisions, considering factors such as monetary cost, quality, benefits, and social psychological aspects (Oliver, 1999). Monetary value is realized when consumers acquire items at lower prices (Yeh, 2013). Customers are more satisfied when they believe a product delivers their expectations and offers good value for money. Higher levels of perceived value are linked to increased customer loyalty, positive post-purchase behaviors like word-of-mouth recommendations, and ultimately organizational success over the long term (Koller et al., 2011).

According to Auka (2012), perceived value is how customers see the worth of a product based on things as the lowest price, the quality they get for the price, how satisfied with the product they are, and the benefits they receive from the product. Further, perceived value has been defined as consumers' psychological evaluation of the benefits of a product or service in relation to their expectations (Ali et al., 2019).

Dube and Renaghan (2000) highlighted that one effective strategy for brands to cultivate loyal and satisfied customers is by providing superior value. Porter (1990) emphasized that delivering superior value—through aspects such as product quality, unique features, or after-sales service—is fundamental in shaping perceived customer value.

Sanchez et al. (2006) explained that perceived value includes social, emotional, and practical (functional) aspects. The functional dimension refers to product or service quality, price, and contact personnel, while the emotional and social dimensions relate to feelings and social perceptions associated with the products or services. Sweeney and Soutar (2001) proposed that perceived value encompasses three dimensions: functional (economic and quality aspects), social, and emotional. The way quality and price affect how people see the value for money can vary. Some consumers feel it is valuable when quality and price are balanced, while others mainly see good value in low prices (Zeithaml, 1988). Koller et al. (2011) also indicated that perceived functional, economic, emotional, and social values significantly influence customer loyalty intentions.

Perceived value affects customer satisfaction and loyalty. When customers see the brand as very valuable, they tend to like it more, buy again, and tell others good things about it (Ramaseshan & Peter, 2006). On the other hand, if the perceived value falls short of expectations, customers are prone to switching to competitors, especially in markets with low switching costs. This indicates the importance for firms to understand and manage perceptions effectively. Firms can enhance perceived value through various strategies, including improving product quality, offering personalized services, providing excellent customer support, and creating emotional connections (Gallarza et al., 2014).

The rise of experiential marketing highlights that customers increasingly value memorable experiences and emotional engagement with brands (Pine & Gilmore, 1998). Similarly, relationship-based strategies such as loyalty programs and personalized communications foster emotional connections that elevate perceived value and promote customer retention (Bowen & Chen, 2001). Furthermore, technology has transformed how perceived value is created and communicated. Digital platforms enable firms to gather real-time feedback, personalize offerings, and deliver seamless

service experiences, thereby enhancing perceived value across various touchpoints (Lemon et al., 2016).

Understanding how customers perceive the value of a product is critical for setting the right prices. Price is a significant component of perceived sacrifices, and effective value-based pricing aligns the price with the perceived benefits delivered. This approach helps in avoiding overpricing, which can diminish perceived value, or underpricing, which may undermine profitability. Companies adopting value-based pricing often conduct market research to understand how customers perceive the utility of their offerings and adjust pricing accordingly (Nagle & Müller, 2017). Thus, Customer perceived value is closely tied to product quality features, particularly in marketing, operations, and strategic management (Zeithaml, 1988).

### **2.3 Customer Satisfaction**

Customer satisfaction is defined as the feelings of pleasure or disappointment resulting from the comparison between perceived performance or outcomes and expectations of a product (Parasuraman et al., 1988). Customer satisfaction refers to a customer's behavior following the purchase of both tangible and intangible products (Kotler, 2016). When customers' expectations are met, they are less likely to lodge complaints about the offerings (Kotler, 2016).

According to Zeithaml (1988), the quality of the products that consumers purchase has a direct effect on their degree of satisfaction. When consumers think a product meets their needs and is reasonably priced, they are more satisfied. This satisfaction leads to recommendations, positive word-of-mouth, and an increase in customer lifetime value. The quality of the product is a major factor in customer satisfaction. By creating high-quality products, businesses may build trust, foster loyalty, and achieve long-term success. In a market where customers have countless options, quality becomes a critical differentiator that can help a company stand out from the competitors.

According to Dubo (2024), high-quality assurance, customer-focused design, and continuous improvement are key to keeping products excellent and making customers satisfied. High-quality products consistently meet or surpass customer expectations. The degree to which expectations and reality line up determines how

satisfied customers are with their purchases. The quality of the product is a major factor in customer satisfaction. By creating high-quality products, businesses may build trust, foster loyalty, and achieve long-term success. In a market where customers have countless options, quality becomes a critical differentiator that can help a company stand out from the competitors.

Strong quality assurance, a focus on the client's needs, and continuous development are key to ensuring top product quality and keeping customers satisfied. Customers tend to experience greater satisfaction when the product's performance exceeds their expectations (Kotler, 2016). Surpassing customer expectations can lead to delight, increasing the likelihood of repeat purchases (Parasuraman et al., 1988). Customer expectations are evaluated based on whether they are satisfied or remain dissatisfied with the quality of goods and services (Parasuraman et al., 1988). Transforming satisfied customers into loyal ones can be achieved through effective marketing strategies (Hui & Zheng, 2010). Customer satisfaction becomes critical component of strategic planning. Hui and Zheng (2010) described satisfaction as the evaluative judgment formed based on perceived quality following a transaction.

Several factors influence customer satisfaction, including product quality (Garvin, 1987). Product quality remains a primary determinant and customers expect products that are reliable, durable, and perform as promised (Anderson et al., 1994). Satisfied customers are more likely to become repeat buyers and brand advocates, generating positive word-of-mouth and reducing marketing costs (Anderson et al., 1994). Moreover, a satisfied customer base can serve as a competitive advantage, especially in industries where product differentiation is minimal (Kotler & Keller, 2016). Increases in customer satisfaction can lead to higher sales, improved market share, and enhanced customer lifetime value (Fornell, 1992). Organizations that prioritize customer satisfaction often experience sustained success and resilience in dynamic markets (Kotler & Keller, 2016).

## **2.4 Repurchase Intention**

According to Hellier et al. (2003), repurchase intention refers to an individual's judgment about whether to buy again from the same seller or brand, influenced by their current circumstances and perceptions. When customers are satisfied with a product or service, they are more likely to make repeat purchases and develop loyalty (Oliver,

1997). Purchase intentions and past buying behaviors are often predictive of future consumer actions (Dixon et al., 2005). Contemporary practices recognize the importance of existing customers, largely due to the high costs associated with attracting new ones and the intensifying competition in the marketplace (Hallowell, 1996).

According to Kotler (2016), customers tend to repurchase products based on their experiences during the selection, usage, and consumption processes, as well as their desire to revisit the product or service in their minds. Several internal and external factors influence repurchase intentions. Internal factors originate within the customer, such as trust and attitudes toward the product or service quality, whereas external factors include influences like others' opinions and the purchase environment (Kotler & Keller, 2016). If a product or service offers excellent value and leaves a positive impression, customers are more inclined to repurchase the product (Prabowo et al., 2020).

According to Zeithaml et al. (1996), repurchase intention encompasses both the likelihood of buying a product again and the willingness to engage in positive word-of-mouth or referral activities of a product. Furthermore, repurchase intention is often rooted in consumer attitudes, which are typically linked to emotions and feelings, and can indicate loyalty through behaviors such as repeat purchasing, recommending to others, and willingness to spend more on a preferred brand (Vazquez et al., 2009). Customer satisfaction is frequently regarded as the primary antecedent of repurchase intention (Hellier et al., 2003). When consumers are satisfied with their initial purchase experience, they are more likely to develop positive attitudes toward the brand and demonstrate intentions to repurchase (Hellier et al., 2003).

Oliver (1997) noted that satisfaction results from the comparison of perceived performance with expectations, and when expectations are met or exceeded, repurchase intentions tend to increase. Moreover, the concept of perceived value, which refers to the consumer's overall assessment of the utility of a product based on perceptions of what is received versus what is given, also plays a vital role (Zeithaml, 1988). A higher perceived value often leads to increased repurchase intentions, as consumers feel they are gaining more benefits relative to costs (Zeithaml, 1988). Customers often form emotional bonds with brands, which can enhance loyalty and repurchase behavior (Park et al., 2010). Positive emotional experiences during interactions with a brand can create

a sense of attachment, encouraging consumers to choose the same brand repeatedly (Brakus et al., 2009). Positive reviews can enhance perceived trustworthiness and reduce perceived risk, thereby increasing the likelihood of repurchase (Chevalier & Mayzlin, 2006).

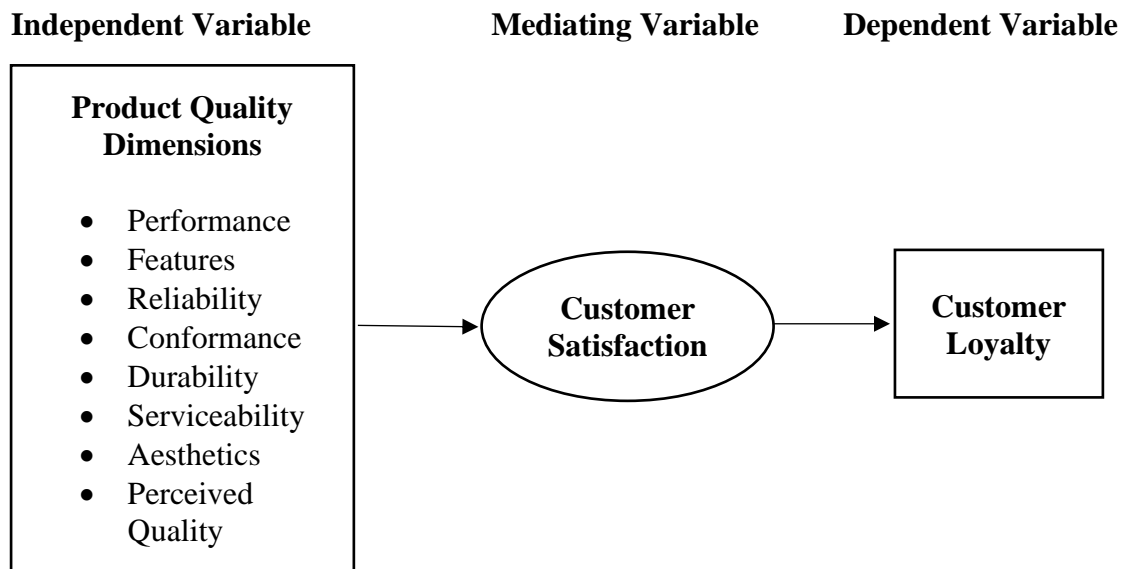
According to Hellier et al. (2003), businesses can enhance customer satisfaction, increase repurchase intentions, and ultimately enhance long-term business success by focusing on product quality. Businesses can develop loyal customers and a positive brand image by investing quality control and continuous enhancement activities. There is a strong correlation between repurchase intention and product quality because buyers are more likely to repurchase a higher-quality product. Alternatively, if a product consistently meets or exceeds the expectations of its users, they are more likely to be satisfied and choose to purchase it again in the future.

According to Dabo (2024), businesses may cultivate a devoted clientele and a favorable brand image by investing in quality control of product and on going improvement initiatives because customers are more likely to repurchase a higher-quality product. There is a strong association between repurchase intention and product quality. On the other hand, customers are more likely to be satisfied and decide to repurchase a product again in the future if the product continuously fulfills or beyond their expectation. By concentrating on the product quality, businesses can improve customer satisfaction, repurchase intentions, and ultimately long-term business success.

## **2.5 Previous Studies**

This section describes review on relevant studies concerning the factors influencing product quality dimensions, customer perceived value, customer satisfaction, and repurchase intention. Hoe and Mansori (2018) did a study about the effect of product quality on customer satisfaction and loyalty as evidence from Malaysian Engineering Industry. The study aimed to identify the key dimensions of product quality that influence customer satisfaction and, customer loyalty within the engineering industry in Malaysia, with the ultimate goal of helping organizations develop sustainable competitive advantages. The study employed a descriptive, quantitative survey method, collecting primary data through questionnaires distributed via email to 90 authorized personnel from procurement departments across various organizations, with 78 valid responses included in the analysis.

**Figure (2.1) Conceptual Framework of Hoe and Mansori**

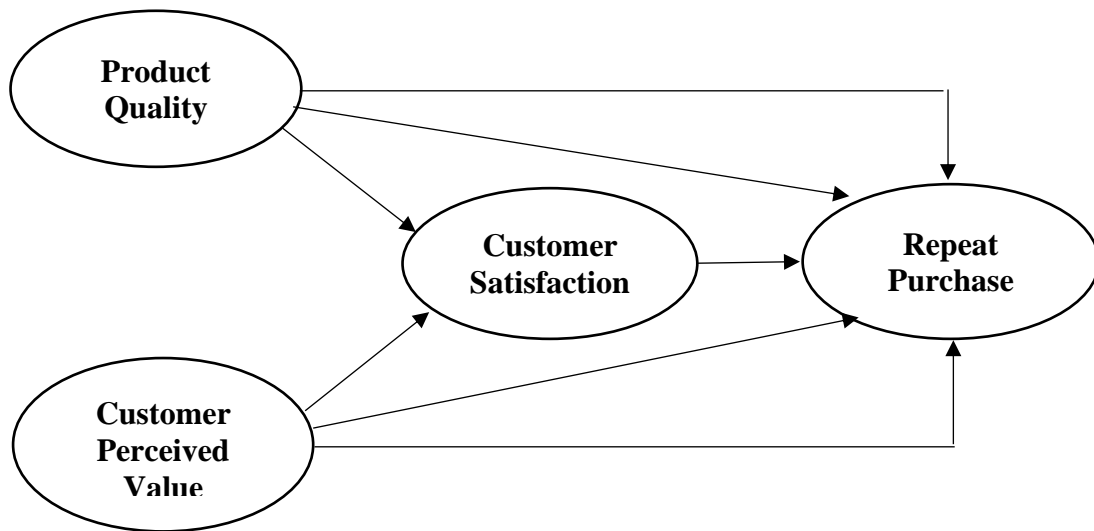


Source: Hoe & Mansori (2018)

Serviceability and perceived service quality had highest effect on customer satisfaction followed by durability and aesthetics aspect of industry products. The results show that satisfaction had high and influence on the level of loyalty for industry products. The results also indicate that performance, features, reliability had influence on satisfaction but the relationship was not significant.

Noviana and Oktavia (2023) examined how product quality and customer perceived value influence customers to buy again, with satisfaction acting as a mediating factor. The purpose was to determine the effect of product quality and customer-perceived value on repurchase. The method used was a quantitative approach. The population were all consumers who have purchased products at KFC Cempaka Putih Branch restaurants. The sample of this study was 104 people of consumers buying products at the KFC Cempaka Putih Branch restaurant and a set of questionnaire was employed to collect the data.

**Figure (2.2) Conceptual Framework of Noviana & Oktavia**

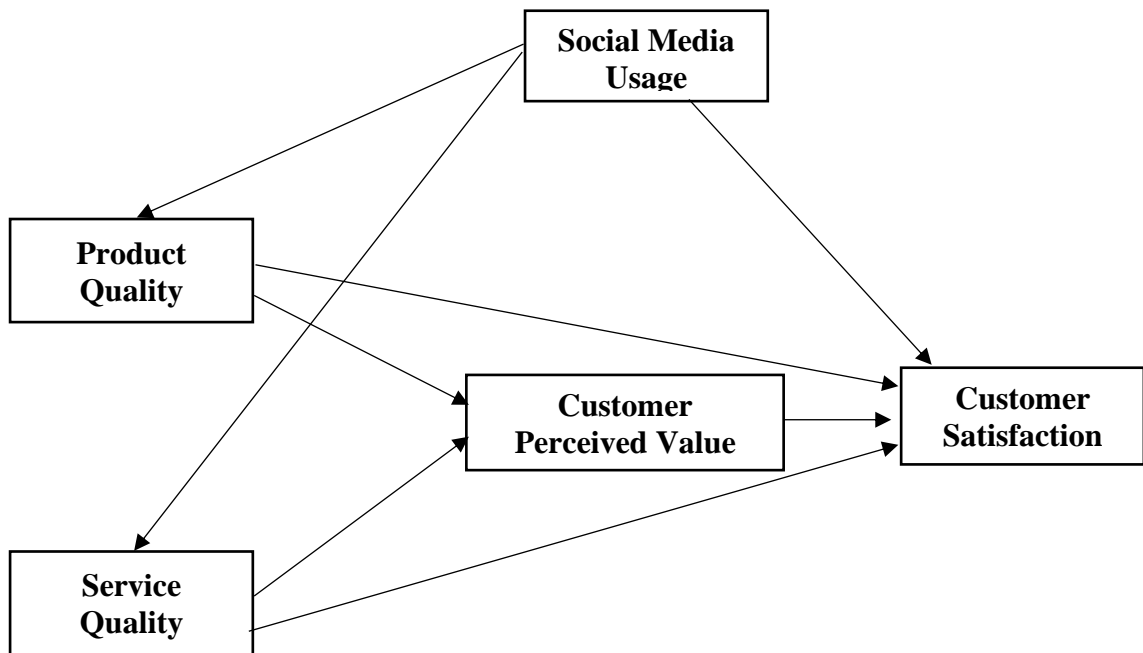


Source: Noviana & Oktavia, 2023

The results indicated that product quality and customer perceived value had positive and significant effect on customer satisfaction. Customer satisfaction, and customer perceived value had positive and significant effect on repurchase buying.

Uzir et al. (2020) conducted a research study examining whether quality influences customer satisfaction, with perceived value acting as a mediator and social media usage serving as a moderator. The study explored how product quality, service quality, and perceived value affect customer satisfaction with electronic home appliances in Bangladesh. It also examined how using social media influences these relationships. Employing a quantitative approach, the research collected data from 300 households in Dhaka city through a structured questionnaire distributed via social media platforms and email between March and June 2019, using judgmental sampling to ensure relevance.

**Figure (2.3) Conceptual Framework of Uzir et al.**



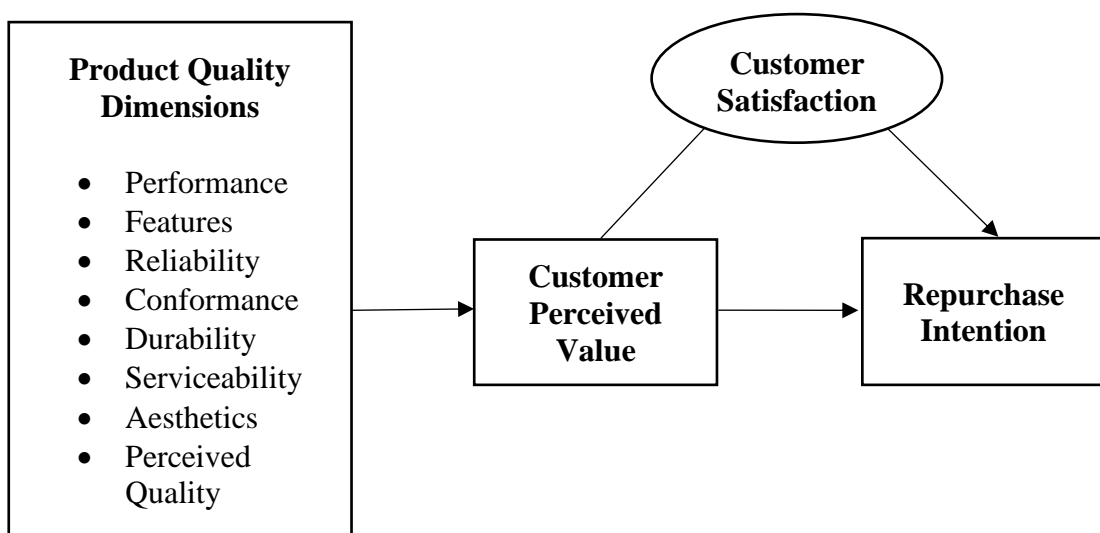
Source: Uzir et al., 2020

The results showed that both product quality and service quality improve customer satisfaction. Service quality also affected how customers perceive the value of the product. However, product quality did not significantly affect how customers perceive the value. Perceived value mediated the relationship between service quality and customer satisfaction but not between product quality and customer satisfaction, and social media usage moderates these effects; specifically, the influence of product quality, service quality, and customer perceived value on customer satisfaction is stronger among low and high social media users. The findings indicated that functional product quality and timely service enhance customer satisfaction, especially when reinforced by social media interactions. The study contributed valuable insights for managers aiming to improve customer satisfaction in Bangladesh's electronics market by highlighting the importance of service quality and social media engagement in shaping customer perceptions and loyalty.

## 2.6 Conceptual Framework of the Study

The conceptual framework is based on previous studies. The framework is drawn from Hoe & Mansori (2018) for product quality dimensions. The framework is developed to analyze the relationship between dependent variable and independent variables. In the first part of conceptual framework, the independent variables are product quality dimensions whereas dependent variable is customer perceived value. The Figure (2.4) presents the conceptual framework of this study.

**Figure (2.4) Conceptual Framework of the Study**



Source: Own Compilation (2025)

The variables of product quality and customer perceived value are derived from the framework established by Noviana and Oktavia (2023). The relationship between customer perceived value and customer satisfaction and repurchase intention is also derived from the work of Noviana and Oktavia (2023). The relationship between customer satisfaction and repurchase intention is drawn from the framework of Oktaviani (2024). In addition, this study analyzes how customer perceived value effect repurchase intention through a mediator of customer satisfaction.

## **CHAPTER 3**

### **PROFILE AND PRODUCT QUALILTY DIMENSIONS OF SHWE DAEHAN MOTORS CO., LTD.**

This chapter presents profile of Shwe Daehan Motors Co., Ltd, organizational structure of Shwe Daehan Motors Co., Ltd., product quality dimensions of Shwe Daehan Motors Co., Ltd., reliability analysis and demographic profile of respondents.

#### **3.1 Profile of Shwe Daehan Motors Co., Ltd.**

Hyundai Motor Company, one of the world's largest and most innovative automobile manufacturers, grants exclusive distribution rights for its passenger vehicles in Myanmar to Shwe Daehan Motors Co., Ltd. This partnership shows Hyundai's confidence in Myanmar's market and Shwe Daehan Motors' ability to serve local customers well.

Shwe Daehan Motors Co., Ltd. is operating as prominent player in Myanmar's automotive industry, representing the renowned Hyundai Motor Company. Shwe Daehan Motors Co., Ltd. is known for offering good-quality vehicles and helpful after-sales support. This has made them a trusted partner for people buying cars in Myanmar. Shwe Daehan Motors Co., Ltd. was established to provide top-quality car solutions in Myanmar. It is the official distributor and assembler of Hyundai vehicles in the country.

Shwe Daehan Motors Co., Ltd. adheres to Hyundai's global vision, "Together for a Better Future," emphasizing shared growth and sustainable development. The company's vision is to foster a long-term relationship with customers, positioning itself as a lifelong partner in mobility beyond just vehicle sales.

The company's mission includes providing high-quality Hyundai vehicles that incorporate the latest technological innovations, delivering exceptional customer service through well-trained personnel and comprehensive support, promoting environmentally sustainable practices by offering vehicles with advanced fuel efficiency and low emissions, supporting Myanmar's economic growth through local assembly and employment opportunities. The company's mission includes delivering reliable, innovative, and environmentally conscious mobility options to Myanmar's diverse customer base.

Through its strategic initiatives, extensive network, and commitment to quality, Shwe Daehan Motors Co., Ltd. aims to be the premier automotive service provider in Myanmar. Shwe Daehan Motors operates a 3S (Sales, Service, and Spare Parts) showroom spanning approximately 4,500 square meters. This innovative facility offers a one-stop solution for customers, combining sales, after-sales service, and spare parts supply under one roof. The integrated approach ensures convenience, faster service delivery, and a seamless customer experience.

Hyundai's global reputation for quality, innovation, and sustainability aligns with Shwe Daehan Motors Co., Ltd.'s vision to contribute positively to Myanmar's economic development. Hyundai's diverse lineup, including popular models like Accent, Tucson, Creta, Grand i10, Santa Fe, Sonata, Elantra, Azera, and H100, allows Shwe Daehan Motors Co., Ltd. to provide various customer needs—from compact city cars to robust SUVs and commercial vehicles.

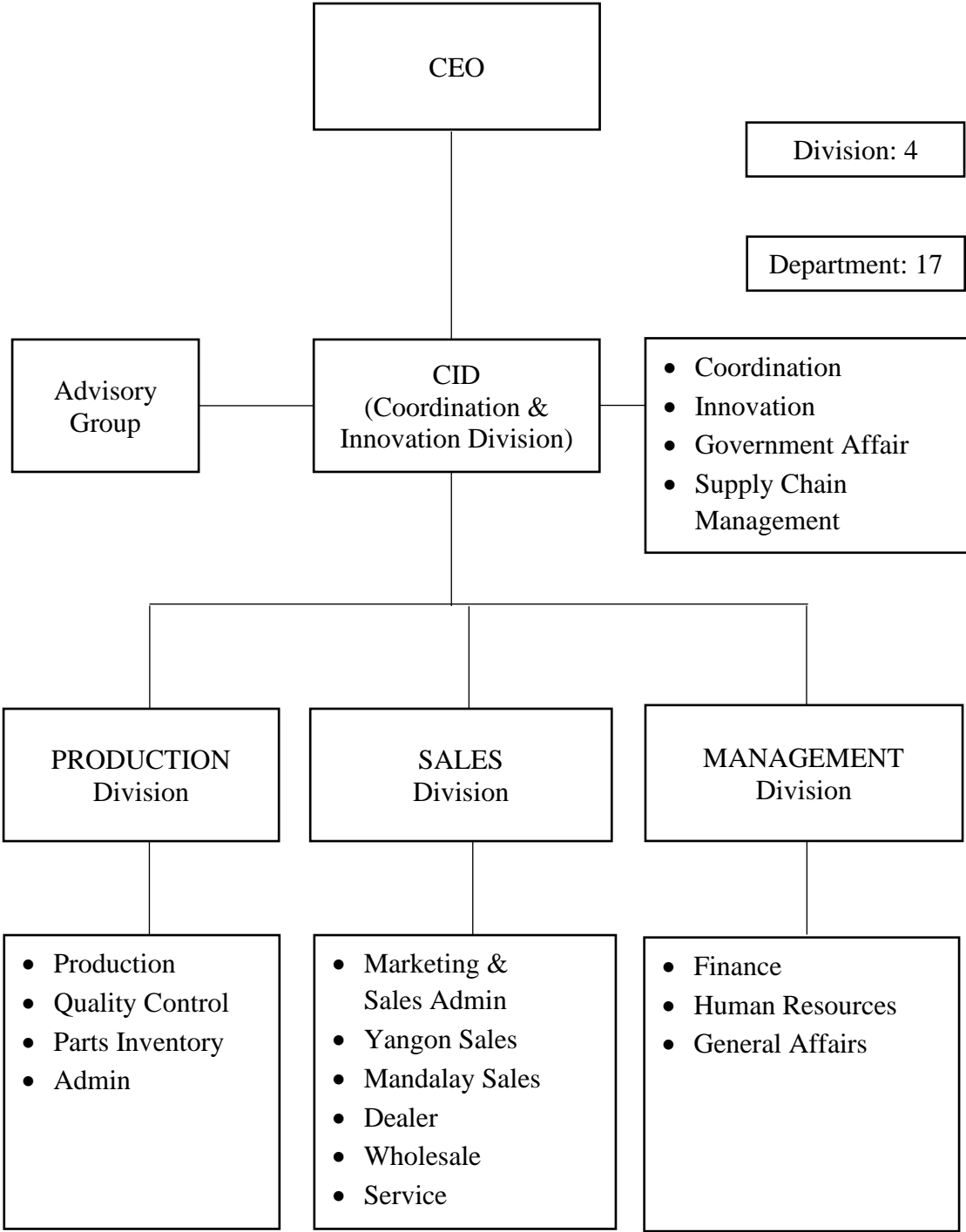
Shwe Daehan Motors Co., Ltd. offers an extensive range of Hyundai vehicles, ensuring options for customers across different segments. The Hyundai vehicles lineup includes Accent (Compact sedan), Tucson (Mid-sized SUV), Creta (Compact SUV), Grand i10 (Compact Saloon), Santa Fe (SUV), Sonata (Sedan), Elantra (Compact sedan), Azera (Premium Sedan), H100 (1 Ton Commercial Vehicle).

This comprehensive product lineup allows Shwe Daehan Motors Co., Ltd. to serve individual consumers, corporate clients, and fleet operators effectively.

### **3.2 Organizational Structure of Shwe Daehan Motors Co., Ltd.**

The structure of Shwe Daehan Motors Co., Ltd. in Myanmar is designed to facilitate efficient management, foster innovation, and ensure coordination across various business functions. The organization chart is illustrated in Figure (3.1).

**Figure (3.1) Organization Chart of Shwe Daehan Motors Co., Ltd.**



Source: Shwe Daehan Motors Co., Ltd. (2025)

At the top, there is the Chief Executive Officer (CEO), who holds the ultimate responsibility for the company’s strategic direction and performance. CEO oversees the entire organization and provides leadership to ensure that the company’s objectives are met efficiently.

Under CEO, there is the coordination and innovation division and the advisory group. This division harmonizes the company's operational functions and innovation initiatives. This division is essential for maintaining synchronized workflows across different departments and promoting continuous improvement and technological advancement within the organization. The advisory group, on the other hand, provides expert counsel and strategic advice to CEO and senior management, ensuring that decision-making is well-informed and aligned with industry best practices.

There are three key subdivisions under coordination and innovation division named the product division, the sales division, and the management division. Each subdivision is tasked with specific operational responsibilities that contribute to the company's success. The product division is responsible for overseeing the development, production, and quality assurance of the company's vehicles and related products. It comprises four departments named production management department which handles the planning and execution of manufacturing activities, quality control department is responsible for maintaining high standards of product quality, parts inventory department is managing the procurement, storage, and distribution of spare parts and administrative department is responsible for supporting administrative functions within the company.

The sales division focuses on the company's market presence and customer engagement. It is subdivided into six departments. Marketing and sales admin department develops marketing strategies and supports sales operations, Yangon sales is responsible for sales activities in Yangon, Mandalay sales is handling sales in Mandalay and surrounding regions, dealer department is responsible for managing relationships with authorized Hyundai dealerships nationwide, wholesale department is overseeing sales to business clients and distributors and service department is providing after-sales support, maintenance, and repair services. This structure ensures comprehensive coverage of all sales channels and customer touchpoints, enabling the company to expand its market share and maintain high customer satisfaction.

The management division handles the company's internal functions critical for operational stability and growth. It consists of three departments. Finance department manages budgeting, accounting, and financial planning. Human resources department is managing recruitment, employee relations, training, and development and general affairs department is overseeing administrative support, facility management, and

internal compliance within company. This division ensures that the company's internal operations run smoothly, supporting the core business activities effectively. By having dedicated divisions and departments for each critical function, Shwe Daehan Motors Co., Ltd. positions itself to remain competitive in Myanmar's automotive industry, adapt to technological advancements, and meet the evolving needs of its customers. This structure not only supports current operational requirements but also provides a foundation for future expansion.

### **3.3 Product Quality Dimensions of Shwe Daehan Motors Co., Ltd.**

Product quality dimensions are very important for Shwe Daehan Motors Co., Ltd. because they influence customer satisfaction and brand reputation. By making sure every part of its products is of high quality, Shwe Daehan Motors Co., Ltd. can get the trust and loyalty of its customers. Focusing on product quality dimensions helps the company reduce defects and warranty costs, leading to increased efficiency and profitability. The following are the dimensions of product quality of Shwe Daehan Motors Co., Ltd.

#### **3.3.1 Performance**

The performance of vehicles includes engine power, fuel efficiency, acceleration, and handling. The vehicles are designed to deliver optimal performance suited to Myanmar's diverse terrains and driving conditions. Customers expect vehicles that start reliably, operate smoothly, and provide consistent power output. High-performance vehicles enhance driver satisfaction and safety, which is vital in the Myanmar automotive market. Shwe Daehan Motors Co., Ltd. invests in advanced engineering and quality control processes to ensure their vehicles maintain high performance standards over time. Performance is linked to the vehicle's ability to operate under varying loads and environmental conditions without degradation. Shwe Daehan Motors Co., Ltd. focuses on constantly improving to make acceleration, braking, and driving better. Reliable performance reduces maintenance costs and increases customer trust. Shwe Daehan Co., Ltd.'s focus on delivering vehicles with high performance aligns with the needs of Myanmar consumers who seek dependable transportation solutions for daily commuting, business, and leisure activities.

### **3.3.2 Features**

The Hyundai vehicles offer range of features modified for Myanmar's market needs, including advanced safety systems, infotainment options, comfortable interiors, and convenience features. Modern features such as air conditioning, power windows, navigation systems, and connectivity options meet the growing consumer demand for comfort and connectivity. Shwe Daehan Motors Co., Ltd. continuously updates its vehicles to incorporate technological innovations like reverse cameras, parking sensors, and enhanced audio systems, making driving safer and more enjoyable. For Myanmar customers, features that improve safety, fuel efficiency, and ease of use are particularly valued, especially in urban areas with heavy traffic. Shwe Daehan Motors Co., Ltd. ensures that these features are reliable and user-friendly, promoting customer satisfaction. By offering vehicles with desirable features, Shwe Daehan Co., Ltd. enhances the ownership experience, fosters brand loyalty, and positions itself as a forward-thinking automotive manufacturer in Myanmar.

### **3.3.3 Reliability**

Shwe Daehan Motors Co., Ltd. prioritizes manufacturing reliable vehicles that withstand Myanmar's challenging driving conditions, including rough roads and high temperatures. Reliable vehicles need fewer repairs, which means less time in the shop and lower maintenance costs for customers. The company employs quality assurance processes during production, including thorough testing of engines, electrical systems, and chassis components. Customer feedback and warranty data are continuously analyzed to identify potential reliability issues and improve product design. Shwe Daehan Motors Co., Ltd.'s focus on reliable performance fosters trust and confidence among Myanmar consumers who rely on their vehicles for daily commuting and commercial purposes. A reliable vehicle enhances customer satisfaction and promotes positive word-of-mouth, crucial for building brand loyalty in Myanmar's automotive industry.

### **3.3.4 Conformance**

Shwe Daehan Motors Co., Ltd. emphasizes strict adherence to quality standards during manufacturing to ensure each vehicle meets or exceeds industry regulations and customer expectations. Conformance involves precision in assembly, quality of

materials used, and compliance with safety and environmental standards. The company implements comprehensive inspection and testing procedures at various production stages to detect and rectify deviations. Ensuring conformance minimizes defects, returns, and recalls, which are critical for maintaining brand integrity and customer satisfaction. In Myanmar, where consumers are increasingly aware of safety and environmental issues, conformance with international standards enhances the company's credibility. Shwe Daehan Motors Co., Ltd. also aligns its production processes with local regulations and market needs, ensuring that vehicles are suitable for Myanmar's driving conditions.

### **3.3.5 Durability**

Shwe Daehan Motors Co., Ltd. designs its vehicles to ensure long-lasting performance amidst Myanmar's diverse climate and road conditions. Durability is made possible by using good-quality materials, strong construction, and thorough testing. Components such as the chassis, suspension, and engine are built to endure daily use, rough terrains, and temperature fluctuations. The company's focus on durability reduces the frequency and cost of repairs, appealing to cost-conscious Myanmar consumers. Durable vehicles also maintain their resale value and uphold the brand's reputation. Shwe Daehan Motors Co., Ltd. focuses on regular maintenance and uses dependable parts to make vehicles last longer.

### **3.3.6 Serviceability**

Shwe Daehan Motors Co., Ltd. knows that easy service and maintenance are important for making customers happy. The company designs its vehicles with features that facilitate routine service tasks, such as straightforward engine access, diagnostic systems, and standardized parts. Shwe Daehan Motors Co., Ltd. has established a widespread network of authorized service centers across Myanmar, ensuring that customers can quickly access quality repair and maintenance services. Having genuine spare parts and trained technicians makes their vehicles easier to service. Good serviceability minimizes downtime, reduces maintenance costs, and extends vehicle lifespan, which is highly valued by Myanmar consumers. The company also provides comprehensive after-sales support, including warranties and technical assistance. Shwe

Daehan Motors Co., Ltd. improves ownership by making their service easy, which helps customers trust them and want to come back.

### **3.3.7 Aesthetics**

Shwe Daehan Motors Co., Ltd. emphasizes attractive and modern vehicle designs to appeal to Myanmar's evolving consumer preferences. Aesthetic elements include exterior styling, color options, interior design, and build quality. The company strives to create vehicles that are not only functional but also stylish, aligning with global automotive trends and local tastes. Shwe Daehan Motors Co., Ltd. invests in creative design teams and employs quality finishing to ensure vehicles look contemporary and appealing. Interior components are crafted to be comfortable and visually pleasing, with ergonomic layouts and quality materials. The company recognizes that aesthetics, combined with performance and reliability, form an integral part of a vehicle's quality.

### **3.3.8 Perceived Quality**

Shwe Daehan Motors Co., Ltd. works to cultivate a perception of its vehicles through consistent quality, reliability, and customer engagement in Myanmar. Perceived quality is shaped by factors such as product appearance, safety features, brand communication, and user experiences. The company actively manages its brand image through marketing, after-sales support, and quality assurance initiatives. Satisfied customers, positive reviews, and word-of-mouth shape to get perceived quality. In Myanmar, where automotive choices are growing, perceived quality helps differentiate Shwe Daehan Motors Co., Ltd. from competitors. The company's focus on delivering durable, reliable, and aesthetically pleasing vehicles creates positive customers' perceptions. Shwe Daehan Motors Co., Ltd.'s efforts to enhance perceived quality are essential for long-term success and establishing a strong presence in Myanmar's automotive industry.

### 3.4 Reliability Analysis

To establish the reliability of a measure, both consistency and stability are assessed. Consistency refers to the degree to which the items measuring a variable or concept are interrelated. Cronbach's alpha is a number that shows how similar a group of items are to one another.

Cronbach's alpha serves as a coefficient that measures and represents the degree of reliability, ensuring freedom from error (Sekaran & Borgue, 2009). This coefficient ranges between zero and one, with a higher value indicating greater internal consistency among the items in the questionnaires. The range of coefficient of Cronbach's alpha and its reliability level is as shown in Table (3.1).

**Table (3.1) Rule about Cronbach's Coefficient Alpha**

<b>Sr. No.</b>	<b>Coefficient of Cronbach's Alpha</b>	<b>Reliability Level</b>
1	More than 0.9	Excellent
2	0.80 – 0.89	Good
3	0.70 – 0.79	Acceptable
4	0.60 – 0.69	Questionable
5	0.50 – 0.59	Poor
6	Less than 0.59	Unacceptable

Source: Sekaran and Bougie (2009)

Table (3.2) shows the results of the validity test for all variables in the study. It contains product quality dimensions which are performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality, customer perceived value, customer satisfaction and repurchase intention of customers who purchase Hyundai cars at Shwe Daehan Motors Co., Ltd.

**Table (3.2) Results of Cronbach’s Alpha Value**

<b>Sr. No.</b>	<b>Scale</b>	<b>No. of Items</b>	<b>Cronbach’s Alpha</b>	<b>Reliability Level</b>
1	Performance	5	0.832	Good
2	Features	5	0.758	Acceptable
3	Reliability	5	0.887	Good
4	Conformance	5	0.849	Good
5	Durability	5	0.884	Good
6	Serviceability	5	0.797	Acceptable
7	Aesthetics	5	0.842	Good
8	Perceived quality	5	0.844	Good
9	Customer Perceived Value	5	0.848	Good
10	Customer Satisfaction	5	0.907	Excellent
11	Repurchase Intention	5	0.890	Good

Source: Survey Data (2025)

The Table (3.2) states the results of reliability test of the scales for performance, reliability, conformance, durability, aesthetics, perceived quality, customer perceived value, and repurchase intention all have Cronbach’s Alpha values above 0.80, which are considered “Good”. This indicates that the items within these scales are highly consistent and reliable in measuring the intended constructs. The scales for features and serviceability have Cronbach’s Alpha values of 0.758 and 0.797 which are categorized as “Acceptable.” The scale for customer satisfaction has Cronbach’s Alpha value of 0.907 which is “Excellent” level.

### **3.5 Demographic Profile of the Respondents**

The data are collected from 358 out of 5109 customers who bought Hyundai cars at Shwe Daehan Motors Co., Ltd using survey questionnaires. Demographic information was obtained through structured questionnaires. Table (3.2) presents a comprehensive overview of these demographic profile of respondents.

**Table (3.3) Demographic Profile of Respondents**

<b>Sr. No.</b>	<b>Particular</b>	<b>No. of Respondents</b>	<b>Percentage</b>	
	<b>Total</b>	<b>358</b>	<b>100</b>	
1	<b>Gender</b>	Male	270	75
		Female	88	25
2	<b>Age (Years)</b>	18-20	28	8
		21-30	5	2
		31-40	76	21
		41-50	154	43
		51-60	37	10
		Above 60	58	16
3	<b>Marital Status</b>	Married	272	76
		Single	86	24
4	<b>Education (Level)</b>	High School	22	6
		Bachelor's Degree	302	84
		Master's Degree	34	10
5	<b>Occupation</b>	Own Business	186	52
		Company Employee	127	36
		Banker	29	8
		Professional	5	1
		Government Employee	6	2
		Student	5	1

Source: Survey Data (2025)

According to Table (3.3), the demographic profile of the respondents indicates a predominantly male sample, with 75% identifying as male and only 25% as female. This gender distribution indicates that the majority of respondents engaged in the survey were male, which could influence perceptions related to product quality and customer behavior toward Shwe Daehan Motors Co., Ltd.

In terms of age, a significant portion of the respondents falls within the middle-aged and older categories. The highest percentage, 43% are aged between 41 and 50 years. 21% are between 31 and 40 years old, while 16% are above 60 years. Younger age groups, such as 18-20 years and 21-30 years, constitute a smaller fraction of the sample, at 8% and 2% respectively. This age distribution states that the majority of customers or potential customers are in the middle age, possibly reflecting their purchasing habits, perceptions of product quality, and their influence on repurchase intentions.

Most of the respondents are married, making up 76%, while 24% are single. The high proportion of married respondents may imply that family responsibilities and stability could influence their perceptions of product quality and their repurchase decisions, perhaps valuing reliability and durability more highly.

In terms of educational attainment, the majority of respondents hold a bachelor's degree, comprising 84%. This high level of education among respondents indicates that their perceptions of product quality and value are likely informed by a relatively high level of awareness and understanding of product features and standards. Most of the respondents, over half at 52%, are self-employed and own their own businesses. Employees working in companies make up 36%, while other occupations such as bankers, professionals, government employees, and students constitute smaller portions of the sample. The prominence of business owners and company employees indicates that the respondents are likely to have practical insights into product quality, and their purchasing decisions may be influenced by their professional backgrounds and economic considerations.

In summary, the demographic profile of the respondents reveals a predominantly male sample, with most individuals being middle-aged or older, and a high proportion of married participants, indicating that family responsibilities may influence their perceptions and purchasing behavior. Additionally, the majority of respondents possess a bachelor's degree, indicating a relatively high level of awareness regarding product features, while a significant number are business owners or employees, which likely affects their insights and decision-making related to product quality.

## **CHAPTER 4**

### **ANALYSIS ON THE EFFECT OF PRODUCT QUALITY DIMENSIONS ON CUSTOMER PERCEIVED VALUE AND REPURCHASE INTENTION TOWARDS SHWE DAEHAN MOTORS CO., LTD.**

In this chapter customer perception on product quality dimensions, customer perceived value, customer satisfaction and repurchase intention, analysis on effect of product quality dimensions on customer perceived value and analysis on mediating effect of customer satisfaction between customer perceived value and repurchase intention are explained.

According to Best (1977), the five-point Likert scale mean value interprets as follows: strongly agree is equal to 4.21-5.00, agree is equal to 3.41- 4.20, neutral is equal to 2.61 – 3.40, disagree is equal to 1.81 – 2.60 and strongly disagree is equal to 1.00 – 1.80.

#### **4.1 Customer Perception on Product Quality Dimensions, Customer Perceived Value, Customer Satisfaction and Repurchase Intention**

The analysis of customer perception regarding product quality dimensions, including performance, features, reliability, conformance, durability, serviceability, aesthetics, perceived quality, customer perceived value, customer satisfaction and repurchase intention is conducted using descriptive analysis. This involves calculating the mean values for each question item associated with these variables.

##### **4.1.1 Customer perception on Product Quality Dimensions**

Product quality dimensions of Hyundai cars produced by Shwe Daehan Motors Co., Ltd. are performance, features, reliability, conformance, durability, serviceability, aesthetics, perceived quality and these product quality dimensions provide a systematic way to assess how customers perceive the general quality of Hyundai cars Shwe Daehan Motors Co., Ltd.

**(i) Performance**

The study examines performance of Hyundai cars using a five-item scale. Mean values and standard deviation are presented in Table (4.1).

**Table (4.1) Performance**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Hyundai car performs exceptionally well under various driving conditions.	4.20	.542
2	The acceleration and braking performance of Hyundai car meet customer's expectations.	3.76	.694
3	The overall driving experience of Hyundai car is smooth and efficient.	3.68	.734
4	Hyundai car provides the expected level of engine power and speed.	4.15	.629
5	Hyundai car performs well even after long-term use.	3.80	.845
	<b>Overall Mean</b>	<b>3.92</b>	

Source: Survey Data (2025)

Based on the Table (4.1), the mean values including overall mean are between 3.41 and 4.20 at agree level. This means that the respondents generally agree with performance of Hyundai cars at Shwe Daehan Motors Co., Ltd. Respondents agree that Hyundai car performs exceptionally well under various driving conditions. Respondents agree that the acceleration and braking performance of Hyundai car meet customer expectations. Respondents agree that the driving experience of Hyundai car is smooth and efficient. Respondents agree that Hyundai car provides the expected level of engine power and speed. Respondents agree that the Hyundai car performs well even after long-term use.

**(ii) Features**

This study examines features of Hyundai cars five items, with mean values and standard deviation presented in Table (4.2).

**Table (4.2) Features**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Hyundai car with advanced features that improve the driving experience.	4.05	.548
2	User-friendly technology features (e.g., infotainment, navigation) in Hyundai car.	3.78	.967
3	Additional features in Hyundai car adding significant value.	3.98	.580
4	Hyundai car with all the basic features for convenience and comfort.	4.11	.688
5	Hyundai car features superior to those in similar vehicles from other brands.	3.70	.951
	<b>Overall Mean</b>	<b>3.92</b>	

Source: Survey Data (2025)

According to Table (4.2), the mean values including overall mean value are between 3.41 and 4.20 at agree level. It means that respondents generally agree with features of Hyundai cars. Respondents agree that Hyundai car is equipped with advanced features that enhance their driving experience. Respondents agree that the technology features (e.g., infotainment system, navigation) in Hyundai car are user-friendly. Respondents agree that the additional features in Hyundai car add significant value to the vehicle. Respondents agree that Hyundai car has all the necessary features they need for convenience and comfort. Respondents agree that the features in Hyundai car are better than those in similar cars from other brands.

**(iii) Reliability**

This study identifies reliability of Hyundai cars across five items. The mean values and standard deviation for these items are presented in Table (4.3).

**Table (4.3) Reliability**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Hyundai car's rare mechanical issues.	3.54	.974
2	Reliability of Hyundai cars for long-distance travel.	3.75	.865
3	High confidence in the Hyundai car's reliability.	3.88	.742
4	Hyundai car's absence of significant breakdowns or failures.	3.47	.975
5	The security provided by the Hyundai car's reliability for daily use.	3.71	.849
	<b>Overall Mean</b>	<b>3.67</b>	

Source: Survey Data (2025)

In Table (4.3), the mean values including overall mean fall between 3.41 and 4.20 at agree level. This indicates that respondents generally agree reliability of Hyundai cars at Shwe Daehan Motors Co., Ltd. Respondents agree that Hyundai car rarely experiences mechanical issues. Respondents agree that they can depend on Hyundai car for long-distance travel without worry. Respondents agree that they have high confidence in the reliability of Hyundai car. Respondents agree that Hyundai car has not had any significant breakdowns or failures. Respondents agree that they feel secure knowing that Hyundai car is reliable for daily use.

**(iv) Conformance**

Table (4.4) presents the mean values and standard deviation for the five items used to assess conformance of Hyundai cars within this study.

**Table (4.4) Conformance**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Hyundai car conforming to advertised specifications.	4.27	.630
2	Materials used in Hyundai car of high quality and meeting expectations.	3.83	.766
3	Manufacturing of Hyundai car aligned with expected quality standards.	3.83	.706
4	Hyundai car meeting required safety standards as per company claims.	4.25	.631
5	Design and build quality of Hyundai car being flawless and meeting high standards.	3.86	.889
	<b>Overall Mean</b>	<b>4.01</b>	

Source: Survey Data (2025)

The results in the Table (4.4) show the mean values including overall mean except 4.27 and 4.25 fall between 3.41 and 4.20 at agree level. This means that respondents agree with conformance of Hyundai cars. Respondents agree that the materials used in Hyundai car are of high quality and meet their expectations. Respondents agree that the manufacturing of Hyundai car aligns with the quality standards they expect from Hyundai. Respondents agree that the design and build quality of Hyundai car are flawless and meet high standards.

Moreover, the mean values of 4.27 and 4.25 are within the strongly agree level, which is from 4.21 to 5.00. Therefore, respondents strongly agree that Hyundai car conforms to the advertised specifications and meets the required safety standards as per the company's claims.

(v) **Durability**

The study identifies five important parts that determine how durable Hyundai cars are. Table (4.5) shows the average scores and how much those scores vary, based on the analysis.

**Table (4.5) Durability**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Hyundai car's demonstrated durability after years of use.	4.12	.586
2	Confidence in the long-lasting performance of Hyundai car without major issues.	4.34	.520
3	Durability and resistance to wear of Hyundai car's body and engine.	4.20	.530
4	Absence of premature aging or wear on any parts of Hyundai car.	4.38	.609
5	Hyundai car's durability justifying the long-term investment.	3.97	.616
	<b>Overall Mean</b>	<b>4.20</b>	

Source: Survey Data (2025)

According to Table (4.5), the results reveal that respondents agree with durability of Hyundai cars as the mean values except 4.34 and 4.38 including overall mean fall between 3.41 and 4.20 at agree level. Respondents agree that Hyundai car has shown excellent durability even after years of use. Respondents agree that the body and engine of Hyundai car are durable and resistant to wear. Respondents agree that Hyundai car's durability justifies their investment in the long run.

Moreover, the mean values of 4.34 and 4.38 fall within the strongly agree level, which is from 4.21 to 5.00. Therefore, respondents strongly agree that they are confident that Hyundai car will last for a long time without major issues and they have not experienced premature aging or wear on any parts of Hyundai car.

**(vi) Serviceability**

The study identifies five key components of serviceability of Hyundai cars. Table (4.6) shows the corresponding mean values and standard deviation derived from the analysis.

**Table (4.6) Serviceability**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Satisfaction with the ease of maintaining and servicing Hyundai car.	4.15	.527
2	Provision of adequate support and service centers for the car's needs.	3.91	.847
3	Ease of finding spare parts for Hyundai car when needed.	4.05	.502
4	Minimal repairs required for Hyundai car compared to other vehicles owned.	4.24	.630
5	Well-equipped Hyundai after sale service centers capable of handling all issues with the car.	3.88	.916
	Overall Mean	4.05	

Source: Survey Data (2025)

According to Table (4.6), the results reveal that respondents agree with serviceability of Hyundai cars as the mean values except 4.24 including overall mean fall between 3.41 and 4.20 at agree level. Respondents agree that they are satisfied with the ease of maintaining and servicing Hyundai car. Respondents agree that company provides adequate support and service centers for their car's needs. Respondents agree that it is easy to find spare parts for Hyundai car when needed. Respondents agree that Hyundai service centers are well-equipped to handle all issues with their car.

Moreover, the mean value of 4.24 fall within the strongly agree level, which is from 4.21 to 5.00. Therefore, respondents strongly agree that Hyundai car has not required excessive repairs compared to other cars customers owned.

**(vii) Aesthetics**

Table (4.7) presents the mean values and standard deviation for the five items used to assess aesthetics of Hyundai cars within this study.

**Table (4.7) Aesthetics**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	The attractive and modern exterior design of Hyundai car.	4.11	.595
2	Satisfaction with the overall look and design of Hyundai car.	4.20	.542
3	The appealing interior design and layout of Hyundai car.	4.16	.477
4	The color options and finishes of Hyundai car aligning with aesthetic preferences.	4.22	.417
5	Pride in driving Hyundai car due to its stylish appearance.	4.30	.712
	<b>Overall Mean</b>	<b>4.20</b>	

Source: Survey Data (2025)

The Table (4.7) show the mean values including overall mean value except 4.22 and 4.30 are between 3.41 and 4.20 at agree level. This means that respondents generally agree with aesthetics of Hyundai cars. Respondents agree that the exterior design of Hyundai car is attractive and modern. Respondents agree that they are pleased with the overall look and design of Hyundai car. Respondents agree that the interior design and layout of Hyundai car are appealing.

Moreover, the mean values of 4.22 and 4.30 fall within the strongly agree level, which is from 4.21 to 5.00. Therefore, respondents strongly agree that the color options and finishes of Hyundai car meet their aesthetic preferences and they feel proud to drive Hyundai car because of its stylish appearance.

**(viii) Perceived Quality**

This study identifies perceived quality of Hyundai cars across five items. The mean values and standard deviation are illustrated in Table (4.8).

**Table (4.8) Perceived Quality**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Overall perception of Hyundai car as a high-quality vehicle.	4.22	.452
2	Consideration of Hyundai as a brand that produces high-quality vehicles.	4.33	.597
3	Materials used in Hyundai car, characterized by premium and durable qualities.	3.69	.867
4	Construction and finishing of Hyundai car, noted for exceptional quality.	4.45	.581
5	Trust in the quality Hyundai cars relative to other vehicles in the market.	4.41	.761
	<b>Overall Mean</b>	<b>4.22</b>	

Source: Survey Data (2025)

According to the Table (4.8), the mean values including overall mean value except 3.69 are between 4.21 and 5.00 at strongly agree level. It can be concluded that respondents strongly agree with perceived quality of Hyundai cars. Respondents strongly agree that they perceive Hyundai car as being of high quality. Respondents strongly agree that they consider Hyundai as a brand that produces high-quality vehicles. Respondents strongly agree the construction and finishing of Hyundai car are of exceptional quality. Respondents strongly agree that they trust the quality of Hyundai car compared to other vehicles in the market.

Moreover, the mean value of 3.69 fall within the agree level, which is from 3.41 and 4.20. Therefore, respondents agree that the materials used in Hyundai car feel premium and durable.

#### 4.1.2 Perception on Customer Perceived Value

The analysis of customer perceived value encompassed five items, with the mean values and standard deviation are presented in Table (4.9).

**Table (4.9) Customer Perceived Value**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	The price paid for Hyundai car for its quality and features.	4.32	.593
2	Offering excellent value for the price compared to other brands as Hyundai car.	4.48	.500
3	Understanding the total value of a Hyundai car that makes the initial cost worthwhile.	3.87	.966
4	The performance and features of Hyundai car which is worth for the investment.	4.17	.629
5	Providing great value relative to the cost of ownership as Hyundai cars.	4.37	.484
	<b>Overall Mean</b>	<b>4.24</b>	

Source: Survey Data (2025)

According to the Table (4.9), the mean values except 3.87 and 4.17 including overall mean are between 4.21 and 5.00 at strongly agree level. Respondents strongly agree with customer perceived value of Hyundai cars. Respondents strongly agree that the price they paid for Hyundai car reflects its quality and features. Respondents strongly agree that Hyundai cars provide good value for their price compared to other brands. Respondents strongly agree that they believe Hyundai cars provide great value relative to the cost of ownership.

Moreover, the mean values of 3.87 and 4.17 fall within the agree level, which is between 3.41 and 4.20. Therefore, respondents agree that they feel that the overall value they get from Hyundai car justifies the initial cost. Respondents agree that the performance and features of Hyundai car make it worth the investment.

### 4.1.3 Customer Satisfaction

Descriptive analysis is utilized to examine the perception of customer satisfaction of Hyundai cars. The mean values and standard deviation resulting from this analysis are presented in Table (4.10).

**Table (4.10) Customer Satisfaction**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Satisfaction with the overall performance of Hyundai car.	4.37	.484
2	Satisfaction with the features available in Hyundai car.	4.23	.424
3	Satisfaction with the reliability and dependability of Hyundai car.	4.23	.424
4	Satisfaction with the durability and serviceability of Hyundai car.	4.48	.500
5	Overall satisfaction with Hyundai car.	4.33	.723
	<b>Overall Mean</b>	<b>4.33</b>	

Source: Survey Data (2025)

According to the Table (4.10), the mean scores including overall mean value are between 4.21 and 5.00 at strongly agree level. It can be concluded that respondents strongly agree with customer satisfaction in buying Hyundai cars. Respondents strongly agree that they are satisfied with the overall performance of Hyundai car and the features available in Hyundai car. Respondents strongly agree that they are satisfied with the reliability and dependability of Hyundai car. Respondents strongly agree that they are with the durability and serviceability of Hyundai car. Overall, respondents strongly agree they are satisfied with Hyundai car.

#### 4.1.4 Repurchase Intention

The perception of repurchase intention of Hyundai cars is analyzed with descriptive analysis. The results of mean values and standard deviation are shown in Table (4.11).

**Table (4.11) Repurchase Intention**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Considering the purchase of another Hyundai car in the future.	4.41	.761
2	Buying another car, with Hyundai brand as the first choice.	4.16	.865
3	Recommendations of Hyundai cars to prospective car buyers.	4.20	.600
4	The likelihood of a Hyundai car being the next car purchased.	4.38	.678
5	The intention to repurchase a Hyundai car when replacing the current one.	4.20	.796
	<b>Overall Mean</b>	<b>4.27</b>	

Source: Survey Data (2025)

According to the Table (4.11), the mean values including overall mean value except 4.16 and 4.20 fall between 4.21 and 5.00 at strongly agree level. This highlights that respondents strongly agree with repurchase intention. Respondents strongly agree that they would consider purchasing another Hyundai car in the future. Respondents strongly agree that they believe their next car purchase will likely be a Hyundai vehicle.

Moreover, the mean values of 4.16 and 4.20 fall within the agree level, which is from 3.41 and 4.20. Respondents agree that if they have to buy another car, Hyundai would be their first choice. Respondents agree that they would recommend Hyundai cars to others who are looking for a new vehicle. Respondents agree that they would repurchase a Hyundai car if they need to replace their current vehicle.

## 4.2 Analysis on the Effect of Product Quality Dimensions on Customer Perceived Value

Multiple linear regression analysis is conducted to examine the effect of independent variables, including performance, features, reliability, conformance, durability, serviceability, aesthetics, perceived quality on the dependent variable of customer perceived value. The findings of this regression analysis are presented in Table (4.12).

**Table (4.12) Effect of Product Quality Dimension on Customer Perceived Value**

Dependent Variable: Customer Perceived Value	Unstandardized Coefficients		$\beta$	t	Sig.	VIF
	B	Std. Error				
(Constant)	.379	.184		2.063	.040	
Performance	-.019	.065	-.020	-.290	.772	5.912
Features	.111*	.061	.117	1.832	.068	5.274
Reliability	-.026	.033	-.037	-.808	.420	2.754
Conformance	.011	.056	.012	.192	.848	5.078
Durability	-.025	.070	-.023	-.354	.723	5.337
Serviceability	.009	.063	.009	.140	.889	5.205
Aesthetics	.022	.075	.019	.293	.769	5.146
Perceived Quality	.837***	.028	.845	29.428	.000	1.068
R Square	.730					
Adjusted R Square	.724					
F Value	118.103***					
Durbin Watson	.960					

Source: Survey Data (2025)

Statistically significant is indicated as: \*\*\* for 1%, \*\* for 5%, and \* for 10% level.

Table (4.12) shows that product quality dimensions influence customer perceived value of Hyundai cars at Shwe Daehan Motors Co., Ltd. The R-square value of 0.730 indicates that approximately 73% of the variance in customer perceived value can be explained by the product quality dimensions. As the F-value of 118.103 at 1 percent significant level indicates that the model is highly significant, and the model can be said valid. The Durbin-Watson statistic of 0.960 indicates that there is no autocorrelation in the residuals, which supports the validity of the analysis. The results indicate that perceived quality and features of product quality have significantly positive effect on repurchase intention.

Perceived quality has a significant and positive effect on repurchase intention at 1% significant level. This implies that perceived quality of Hyundai cars contributes to the higher repurchase intention of customers on the products of Hyundai from Shwe Daehan Motors Co., Ltd. This is because customers believe that the price paid reflects the vehicle's quality and features, and that Hyundai provides good value for money compared to other brands. Moreover, they feel that Hyundai cars deliver great value relative to ownership costs. While some customers agree that the overall value justifies the initial investment and that the car's performance and features make it worthwhile.

Features has a significant and positive effect on repurchase intention at 10% significant level. This indicates that more attractive or advanced features of Hyundai cars increase perceived value as there are all necessary features for convenience and comfort in Hyundai cars. This is because customers find the technology features, such as the infotainment system and navigation, user-friendly and believe that the additional features add significant value. Furthermore, they feel Hyundai cars meet their needs for convenience and comfort and consider their features superior to those offered by comparable vehicles from other brands.

In summary, the perceived quality and the features of the product are key factors influencing customers' intention to repurchase Hyundai cars from Shwe Daehan Motors Co., Ltd. The findings indicate that customers consistently prioritize the perceived quality and features when deciding to purchase Hyundai vehicles.

### 4.3 Analysis on Mediating Effect of Customer Satisfaction on the Relationship between Customer Perceived Value and Repurchase Intention

To test the mediating effect of customer satisfaction on relationship between customer perceived value and repurchase intention, the following steps are followed:

1. Total effect through regression analysis on effect of independent variable on dependent variable.
2. Regression analysis on effect of independent variable on mediating variable.
3. Regression analysis on effect of independent variable and mediating variable on dependent variable.
4. Sobel test for significance of mediating variable.
5. Finding indirect effect, direct effect and total effect.

#### 4.3.1 Analysis on Effect of Customer Perceived Value on Repurchase Intention

As a first step, effect of customer perceived value (independent variable) on repurchase intention (dependent variable) is analyzed. The results are shown in Table (4.13).

**Table (4.13) Effect of Customer Perceived Value on Repurchase Intention**

Dependent Variable: Repurchase Intention	Unstandardized Coefficients		$\beta$	t	Sig.	VIF
	B	Std. Error				
(Constant)	.921	.204		4.517	.000	
Customer Perceived Value	.790***	.048	.659	16.548	.000	1.000
R Square	.435					
Adjusted R Square	.433					
F Value	273.849***					
Durbin Watson	0.932					

Source: Survey Data (2025)

Statistically significant is indicated as: \*\*\* for 1%, \*\* for 5%, and \* for 10% level.

As shown in Table (4.13), the total effect of customer perceived value on repurchase intention is 0.790 at 1% significant level. Then, the effect of customer perceived value (independent variable) on customer satisfaction (mediating variable) is analyzed and the result is shown in Table (4.14).

**Table (4.14) Effect of Customer Perceived Value on Customer Satisfaction**

Dependent Variable: Customer Satisfaction	Unstandardized Coefficients		$\beta$	t	Sig.	VIF
	B	Std. Error				
(Constant)	1.033	.084		12.367	.000	
Customer Perceived Value	.777***	.020	.903	39.758	.000	1.000
R Square	.816					
Adjusted R Square	.816					
F Value	1580.689***					
Durbin Watson	.855					

Source: Survey Data (2025)

Statistically significant is indicated as: \*\*\* for 1%, \*\* for 5%, and \* for 10% level.

As shown in Table (4.14), the coefficient value is 0.777 at 1% significant level and standard error is 0.020 for the effect of customer perceived value on customer satisfaction (effect of independent variable and mediating variable). After doing the analysis on effect of customer perceived value (independent variable) on customer satisfaction (mediating variable), the third step of testing mediating effect is continued. In this step, the dependent variable is repurchase intention. The results are shown in Table (4.15).

**Table (4.15) Effect of Customer Perceived Value and Customer Satisfaction on Repurchase Intention**

Dependent Variable: Repurchase Intention	Unstandardized Coefficients		$\beta$	t	Sig.	VIF
	B	Std. Error				
(Constant)	-.011	.227		-.050	.960	
Customer Perceived Value	.088	.104	.074	.852	.395	5.440
Customer Satisfaction	.903***	.120	.648	7.498	.000	5.440
R Square	.512					
Adjusted R Square	.509					
F Value	186.272***					
Durbin Watson	1.073					

Source: Survey Data (2025)

Statistically significant is indicated as: \*\*\* for 1%, \*\* for 5%, and \* for 10% level.

As shown in Table (4.15), the coefficient value of customer satisfaction on repurchase intention 0.903 at 1% significant level and standard error value is 0.120. To test the mediating effect of customer satisfaction between customer perceived value and repurchase intention, the Sobel test is conducted. The result is shown in Table (4.16).

**Table (4.16) Sobel Test Result for Mediating Test for Customer Satisfaction on the Relationship between Customer Perceived Value and Repurchase Intention**

Input:			Test statistic	Std. Error:	p-value:
a	0.777	<b>Sobel test:</b>	<b>7.38769304</b>	<b>0.09497295</b>	<b>0</b>
b	0.903	<b>Aroian test:</b>	<b>7.38533531</b>	<b>0.09500327</b>	<b>0</b>
s <sub>a</sub>	0.020	<b>Goodman test:</b>	<b>7.39005302</b>	<b>0.09494262</b>	<b>0</b>
s <sub>b</sub>	0.120	Reset all	<b>Calculate</b>		

Source: Survey Data (2025)

Statistically significant is indicated as: \*\*\* for 1%, \*\* for 5%, and \* for 10% level.

a = raw regression coefficient for the association between customer perceived value and customer satisfaction

b = raw coefficient for the association between the customer satisfaction and repurchase intention

s<sub>a</sub> = standard error of a.

s<sub>b</sub> = standard error of b.

P-value = 0 is less than 0.01. Thus, there is mediating effect of customer satisfaction between customer perceived value and repurchase intention at 1% significant level.

The total effect, direct effect and indirect effect are as follows:

Total Effect = 0.790

Direct Effect = 0.088

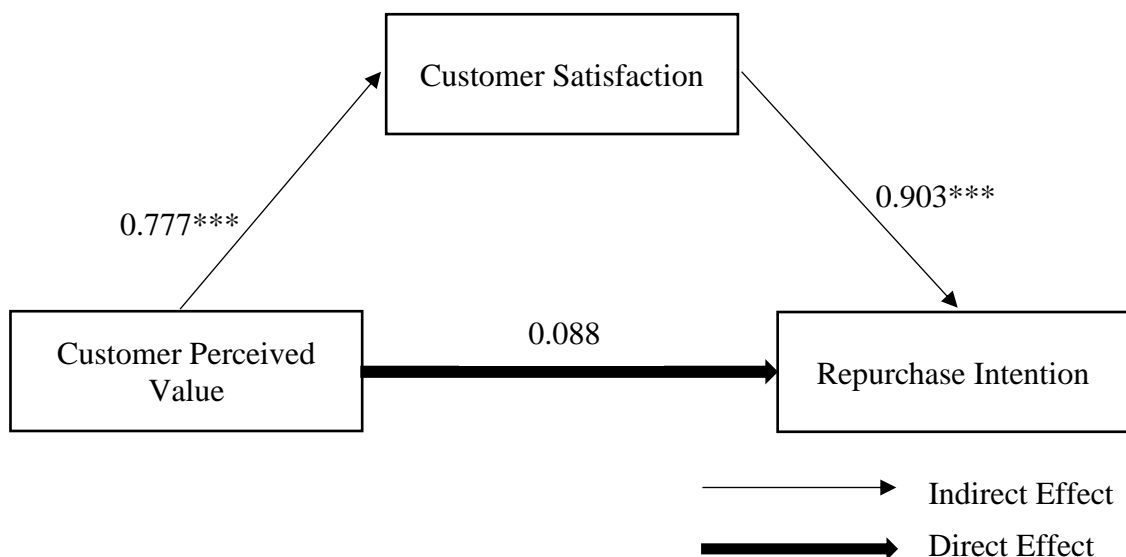
Indirect Effect = 0.777 \* 0.903 = 0.702

Direct Effect + Indirect Effect = Total Effect

0.088 + 0.702 = 0.790

Figure (4.1) presents the direct effect and indirect effect of customer satisfaction on the relationship between customer perceived value and repurchase intention.

**Figure (4.1) Mediating Effect of Customer Satisfaction between Customer Perceived Value and Repurchase Intention**



Source: Survey Data (2025)

Statistically significant is indicated as: \*\*\* for 1%, \*\* for 5%, and \* for 10% level.

The results reveal that customer satisfaction significantly explains the relationship between customer perceived value and repurchase intention. On the other hand, the influence of customer perceived value on repurchase intention is significantly mediated by customer satisfaction. Customers perceive Hyundai cars as offering excellent value, believing that the quality and features justify the price paid and provide a favorable cost of ownership compared to other brands. They feel that the performance and features of Hyundai vehicles make them a worthwhile investment, with their perceptions aligning within an agreement level that indicates satisfaction with the value received. Customers are satisfied with the overall performance, features, reliability, durability, and serviceability of Hyundai vehicles. Customers are likely to repurchase Hyundai vehicles and they are likely to choose Hyundai for future car purchases. Hyundai would be their preferred brand if they needed a new car and that they would recommend Hyundai to others seeking a vehicle. Therefore, customer satisfaction further supports the relationship between customer perceived value and repurchase intention of Hyundai cars from Shwe Daehan Co., Ltd.

## **CHAPTER 5**

### **CONCLUSION**

This chapter presents findings and discussion derived from the analysis of data concerning the effect of product quality dimensions on customer perceived value, customer satisfaction and repurchase intention of Hyundai cars at Shwe Daehan Motors Co., Ltd. Suggestions, recommendations, and needs for further studies are also described.

#### **5.1 Findings and Discussions**

The study analyzes the effect of product quality dimensions such as performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality on customer perceived value towards Shwe Daehan Motors Co., Ltd. and examines the mediating effect of customer satisfaction on the relationship between customer perceived value and repurchase intention for Hyundai cars manufactured by Shwe Daehan Motors in Myanmar.

The findings of the demographic profile of respondents reveal that the survey respondents are predominantly male, potentially skewing perceptions of product quality and customer behavior towards Shwe Daehan Motors Co., Ltd. A substantial portion of participants are middle-aged to older, with the largest concentration between 41 and 50 years old, and a notable presence in the 31-40 age range.

According to the results of the mean scores, overall mean and mean values of performance are at agree level. Customers perceived that Hyundai car performs exceptionally well under various driving conditions. The acceleration and braking performance of Hyundai car meet customer expectations. The driving experience of Hyundai car is smooth and efficient. Hyundai car provides the expected level of engine power and speed. Hyundai car performs well even after long-term use.

According to the results, overall mean and mean values of features are at agree level. Customers perceive that Hyundai cars of Shwe Daehan Motors Co., Ltd have advanced features. Hyundai car is equipped with advanced features that enhance their driving experience. The technology features (e.g., infotainment system, navigation) in Hyundai car are user-friendly. The additional features in Hyundai car add significant

value to the vehicle. Hyundai car has all the necessary features they need for convenience and comfort. The features in Hyundai car are better than those in similar cars from other brands.

According to the results, overall mean and mean values of reliability are at agree level. Customers perceive Hyundai cars have good reliability. Hyundai car rarely experiences mechanical issues. Customers can depend on Hyundai car for long-distance travel without worry. Customers have high confidence in the reliability of Hyundai car. Hyundai car has not had any significant breakdowns or failures. Customers feel secure knowing that Hyundai car is reliable for daily use.

According to the results, overall mean and mean values of conformance are at agree level. Customers perceive the materials used in Hyundai car are of high quality and meet their expectations. The manufacturing of Hyundai car aligns with the quality standards customers expect from Hyundai. The design and build quality of Hyundai cars are perfect. Moreover, customers highly perceived that Hyundai car conforms to the advertised specifications and meets the required safety standards as per the company's claims.

According to the results, overall mean and mean values of durability are at agree level. Customers perceive Hyundai car has shown excellent durability even after years of use. The body and engine of Hyundai car are durable and resistant to wear. Hyundai car's durability justifies their investment in the long run. Moreover, customers highly perceive that Hyundai car will last for a long time without major issues and customers have not experienced premature aging or wear on any parts of Hyundai car.

According to the results, overall mean and mean values of serviceability are at agree level. Customers perceive that they are satisfied with the ease of maintaining and servicing Hyundai car. Company provides adequate support and service centers for their car's needs. It is easy to find spare parts for Hyundai car when needed. Hyundai service centers are well-equipped to handle all issues with their car. Moreover, customers highly perceive that Hyundai car has not required excessive repairs compared to other cars customers owned.

According to the results, overall mean and mean values of aesthetics are at agree level. Customers perceive the exterior design of Hyundai car is attractive and modern. They are pleased with the overall look and design of Hyundai car. The interior design

and layout of Hyundai car are attractive. Moreover, customers highly perceive that the color options and finishes of Hyundai car meet their aesthetic preferences and they feel proud to drive Hyundai car because of its stylish appearance.

According to the results, overall mean and mean values of perceived quality are at strongly agree level. Customers highly perceive Hyundai car as being of high quality. They consider Hyundai as a brand that produces high-quality vehicles. The construction and finishing of Hyundai car are of exceptional quality. They trust the quality of Hyundai car compared to other vehicles in the market. Moreover, customers perceive the materials used in Hyundai car feel premium and durable.

According to the results, overall mean and mean values of customer perceived value are strongly agree level. Customers highly perceive that the price they paid for Hyundai car reflects its quality and features. Hyundai car offers excellent value for the price compared to other brands. Hyundai cars provide great value relative to the cost of ownership. Moreover, customers perceive that the overall value they get from Hyundai car justifies the initial cost and performance and features of Hyundai car make it worth the investment.

According to the results, overall mean and mean values of customer satisfaction are at strongly agree level. Customers highly perceive that they are satisfied with the overall performance of Hyundai car and the features available in Hyundai car. They are satisfied with the reliability and dependability, durability and serviceability of Hyundai car.

According to the results, overall mean and mean values of repurchase intention are at strongly agree level. Customer highly perceive that they would consider purchasing another Hyundai car in the future and their next car purchase will likely be a Hyundai vehicle. Moreover, customers perceive if they have to buy another car, Hyundai would be their first choice. They would recommend Hyundai cars to others who are looking for a new vehicle. They would repurchase a Hyundai car if they need to replace their current vehicle.

Based on the findings, the results show that perceived quality and features positively and significantly influence how customers perceive value. Perceived value and features of product quality are important factors for repurchase intention of Hyundai cars of Shwe Daehan Motors Co., Ltd. The findings indicate that customers always consistently prioritize the perceived quality and features when deciding to repurchase Hyundai vehicles.

The results show that customer satisfaction explains how customer perceived value affects their likelihood to buy again. Customers perceive Hyundai cars as offering excellent value, believing that the quality and features justify the price paid and provide a favorable cost of ownership compared to other brands. Customers are satisfied with the overall performance, features, reliability, durability, and serviceability of Hyundai vehicles. Customers are likely to repurchase Hyundai vehicles and they are likely to choose Hyundai for future car purchases.

## **5.2 Suggestions and Recommendations**

Based on the findings, it is recommended that Shwe Daehan Motors Co., Ltd. should continue to prioritize and enhance the perceived quality and features of Hyundai vehicles. Since these factors have significant and positive effect on customer perceived value, investing in the development of innovative features and maintaining high standards of product quality can strengthen customer perception and loyalty. Emphasizing the value that customers associate with Hyundai's quality and features can further encourage repeat purchases and reinforce the brand's reputation for delivering excellent products.

Furthermore, given that customer satisfaction mediates the relationship between perceived value and repurchase intention, it is essential for the company to focus on delivering superior after-sales service and maintaining high levels of reliability and durability in their vehicles. Ensuring consistent customer satisfaction through prompt service, reliable performance, and effective communication can enhance overall customer experience, thereby increasing the likelihood of repurchase and positive word-of-mouth.

Shwe Daehan Motors should consider implementing targeted marketing strategies that highlight the value, quality, and features of Hyundai cars. Educating

consumers on how Hyundai vehicles offer a cost-effective ownership experience can attract new customers while reinforcing loyalty among existing ones. Offering flexible financing options, warranties, and after-sales support can further reinforce the perceived value and increase customer satisfaction. By continuously improving vehicle quality and features, maintaining high levels of customer satisfaction, and effectively communicating these strengths, Shwe Daehan Motors can strengthen customer loyalty, boost repurchase intentions, and secure a competitive advantage in the automotive market.

### **5.3 Needs for Further Research**

Although this study provided useful insights into how product quality affects customer perceived value and their chances of repurchasing again at Shwe Daehan Motors, there are areas that need more research. Future studies could explore other factors that might influence customers, like after-sales service, brand reputation, and new technology. Understanding how these factors work with product quality aspects can give a clearer picture of what influences customer choices.

Since this study focused on a specific region and group of customers, more research is needed in different areas and among different types of customers. This can help see if the results apply elsewhere and help businesses develop regional or customer-specific strategies. Furthermore, long-term studies are important to see how people's opinions about product quality and their loyalty change over time, especially with fast technological advances and market competition. It is also useful to study how online reviews and digital channels influence customer perceptions and buying decisions today.

To better understand how different customer segments perceive Hyundai car quality, future studies should include a more diversified sample of respondents. Furthermore, a longitudinal approach can evaluate how perceptions of product quality and customer satisfaction develop over time, particularly in conditions of vehicle aging and customer experiences relations with them. By comparing Hyundai's approach to product quality and customer satisfaction to that of other automobile companies in Myanmar, industry benchmarks and best practices can be discovered. Thus, by using qualitative methods, business can determine which aspects of product quality clients consider the most and how they influence repurchase intentions.

## REFERENCES

- Aaker, D. A. (1996). *Building strong brands*. Free Press.
- Ali, M., Alnawas, I., & Alnawas, N. (2019). Perceived value and customer satisfaction in the hospitality industry: The mediating role of emotional attachment. *Journal of Hospitality & Tourism Research*, 43(3), 371–399.
- Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125-143.
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53–66.
- Beneke, J., Mohlala, M. P., & Mberengwa, T. (2013). The impact of product quality on customer satisfaction: An empirical study. *African Journal of Business Management*, 7(36), 3703–3712.
- Best, J.W. (1977). *Research in education*. New Jersey: Prentice Hall.
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71.
- Black, S. A., & Porter, L. J. (1996). Identification of the critical factors of TQM. *Decision Sciences*, 27(1), 1–21.
- Bloch, P. H. (1995). Seeking the ideal form: Product design and consumer response. *Journal of Marketing*, 59(3), 16-29.
- Bowen, J. T., & Chen, S. L. (2001). The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5), 213-217.
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52–68.
- Carman, J. M. (1990). Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions. *Journal of Retailing*, 66(1), 33-55.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345–354.

- Crosby, P. B. (1979). *Quality is free: The art of making quality certain*. McGraw-Hill.
- Daniel, C. (2018). *Strategic marketing management*.
- DeWitt, T. (2011). The impact of reliability on customer loyalty: A customer perspective. *Journal of Service Research*, 14(2), 123–136.
- Dixit, A. (2004). *Marketing success: Strategies and practices*.
- Dube, L., & Renaghan, L. M. (2000). Customer loyalty in the hotel industry: An examination of the effects of service quality and customer satisfaction. *International Journal of Hospitality Management*, 19(4), 359–370.
- Dubo, A. (2024). Product Quality and Customer Satisfaction: Strategies for Long-Term Success. *Journal of Market Research and Consumer Behavior*, 15(3), 45-62.
- Flynn, B. B., Sakakibara, S., Schroeder, R. G., Bernal, D., & Calantone, R. (1994). Empirical research methods in operations management. *Journal of Operations Management*, 12(2), 137–155.
- Feigenbaum, A. V. (1991). *Total quality control* (3<sup>rd</sup> ed.). McGraw-Hill.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6–21.
- Foster, S. T. (2001). *Designing quality: Concepts, methods, and tools*. Pearson Education.
- Gallarza, M. G., Gil-Saura, I., & Troiano, V. (2014). Value, satisfaction, and loyalty in cultural tourism. *Annals of Tourism Research*, 45, 77-95.
- Gerdt, M., Wang, Y., & Zhang, Q. (2019). Understanding customer requirements in product development. *Journal of Product Innovation Management*, 36(2), 251–262.
- Garvin, D. A. (1984). What does “product quality” really mean? *Sloan Management Review*, 26(1), 25–43.
- Garvin, D. A. (1987). Competing on the eight dimensions of quality. *Harvard Business Review*, 65(6), 101–109.
- Gök, A., Sungu, H., & Yılmaz, B. (2019). The role of contrast theory in product evaluation and customer satisfaction. *Journal of Business Research*, 98, 371–379.
- Gönroos, C. (1997). Value-driven relational marketing: From products to resources and competencies. *Journal of Marketing Management*, 13(5), 407–419.
- Giffi, C. A., Hetrick, J. R., & Rucks, J. M. (1990). Total quality management: The new management paradigm. *Business Horizons*, 33(3), 55–62.

- Gök, A., Sungu, H., & Yılmaz, B. (2019). The role of contrast theory in product evaluation and customer satisfaction. *Journal of Business Research*, 98, 371–379.
- Gönroos, C. (1997). Value-driven relational marketing: From products to resources and competencies. *Journal of Marketing Management*, 13(5), 407–419.
- Hamzah, S. H., & Shamsudin, F. M. (2020). The influence of product quality on customer satisfaction in electronics industry. *Asian Journal of Business and Management*, 8(2), 45–56.
- Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty, and profitability: An empirical study. *International Journal of Service Industry Management*, 7(4), 27–42
- Hellier, P., Geósthioy, D., Carrick, P., & Merrick, R. (2003). Customer repurchase intention: An application of the theory of reasoned action. *European Journal of Marketing*, 37(11/12), 1762–1781.
- Holbrook, M. B. (1994). The nature of customer value: An axiology of services. *The Service Quality Handbook*, 21–71.
- Hossain, M., & Suchy, J. (2008). Customer satisfaction and loyalty: An empirical study. *Journal of Business & Economic Research*, 6(3), 25–34.
- Hui, W., & Zheng, W. (2010). The role of perceived quality and customer satisfaction in the service industry. *International Journal of Business and Management*, 5(8), 45–52.
- Huang, M.-H., & Rust, R. T. (2021). Engaged to a Robot? The Role of Service Robot Features in Customer Engagement. *International Journal of Research in Marketing*, 38(1), 1-20.
- Jakpar, R., Mamat, M. S., & Jusoh, A. (2012). The impact of product quality on customer satisfaction. *International Journal of Business and Management*, 7(15), 123–132.
- Jiang, Y. (2009). The effect of perceived quality on consumer repurchase intention: A study of the Chinese automobile market. *International Journal of Business and Management*, 4(5), 85-92.
- Juran, J. M., & Godfrey, A. B. (1999). *Juran's quality handbook* (5<sup>th</sup> ed.). McGraw-Hill.

- Kafetzopoulos, D., Psomas, E., & Gotzamani, K. (2015). The impact of product quality on customer satisfaction and loyalty. *Total Quality Management & Business Excellence*, 26(7-8), 769–786.
- Keller, K. L. (2008). *Strategic brand management* (3<sup>rd</sup> ed.). Pearson Education.
- Korgaonkar, P. K., & Moschis, G. P. (1982). Analyzing the effects of product quality on customer satisfaction. *Journal of Consumer Research*, 9(4), 371–380.
- Kim, D., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of perceived risk and uncertainty. *Electronic Commerce Research and Applications*, 7(3), 318–324.
- Kim, J., Kim, M., & Park, S. (2014). The influence of product features on customer satisfaction: The moderating role of involvement. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 27, 27–38.
- Kim, J., & Kim, M. (2020). The impact of online reviews on perceived quality and purchase intention. *Journal of Business Research*, 118, 346–355.
- Kotler, P. (2016). *Marketing management* (15<sup>th</sup> ed.). Pearson.
- Kuo, Y.-F., & Yang, C.-Y. (2011). The effects of green innovation on environmental and corporate performance: A stakeholder perspective. *International Journal of Environmental Science and Development*, 2(5), 386–390.
- Kuo, Y.-F., & Wu, C.-M. (2018). The effects of performance and innovation on the loyalty of electric vehicle consumers. *Technological Forecasting and Social Change*, 132, 184-193.
- Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology*, 22(3), 332–351.
- Kumar, V., & Reinartz, W. (2016). Creating enduring customer value. *Journal of Marketing*, 80(6), 36-68.
- Ladhari, R. (2009). A longitudinal analysis of the effects of service quality and satisfaction on customer loyalty. *Journal of Services Marketing*, 23(2), 108–119.
- Lemon, K. N., Verhoef, P. C., & Parasuraman, A. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96.

- Lin, C., Chen, Y., & Lee, K. (2018). Product quality and customer satisfaction: An empirical analysis. *Journal of Service Science and Management*, 11(2), 109–123.
- Lovelock, C., & Wirtz, J. (2016). *Services marketing: People, technology, strategy\** (8<sup>th</sup> ed.). Pearson.
- McDonough, W., & Braungart, M. (2002). *Cradle to cradle: Remaking the way we make things*. North Point Press.
- Nagle, T., & Müller, G. (2017). *The strategy and tactics of pricing: A guide to profitable decision making*. Routledge.
- Noviana, A., & Oktavia, R. (2023). The effect of product quality and customer perceived value on repurchases with intervening satisfaction. *Journal of Business and Consumer Research*, 15 (2), 45-60.
- Oakland, J. S. (2003). *Total quality management: Text with cases* (3<sup>rd</sup> ed.). Elsevier.
- Oktaviani, R. (2024). The impact of perceived value and customer satisfaction on repurchase intentions among female e-commerce customers. *Journal of E-commerce Studies*, 12(3), 45-60.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw-Hill.
- Palmer, A. (2010). *Customer experience management: How to design, measure and improve customer experience*. Pearson Education.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41–50.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Pande, P. S., Neuman, R. P., & Cavanagh, R. R. (2000). *Six sigma: The breakthrough management strategy revolutionizing the world's top corporations*. McGraw-Hill.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97-105.

- Prabowo, H., Lestari, S., & Wulandari, D. (2020). The effect of perceived value, trust, and customer satisfaction on repurchase intention through customer loyalty. *International Journal of Business and Society*, 21(2), 833–846.
- Porter, M. E. (1985). *Competitive advantage: Creating and sustaining superior performance*. Free Press.
- Porter, M. E. (1990). The competitive advantage of nations. *Harvard Business Review*, 68(2), 73–93.
- Ramaseshan, B., & Peter, J. (2006). Customer loyalty and the role of customer satisfaction, perceived value, and relationship quality. *Journal of Services Marketing*, 20(6), 421–433.
- Reeves, C. A., & Bednar, D. A. (1994). Defining quality: Alternatives and implications. *Academy of Management Review*, 19(3), 419–445.
- Rao, P. S., Ragu-Nathan, B., & Ragu-Nathan, T. S. (1999). A customer-based measure of quality. *Journal of Business & Industrial Marketing*, 14(6), 409–422.
- Ryu, K., & Han, H. (2010). Influence of the quality of tangible products on customer satisfaction. *International Journal of Hospitality Management*, 29(3), 557–565.
- San Touridis, G., & Trivellas, P. (2010). Customer satisfaction and loyalty: The role of service quality. *European Journal of Marketing*, 44(1/2), 174–195.
- Sa'nchez, J., Trujillo, A., & Velasco, M. (2006). The multidimensionality of perceived value in the hotel industry. *Tourism Management*, 27(4), 682–695.
- Schneider, B., & Bowen, D. E. (1995). *Winning the service game*. Harvard Business School Press.
- Smith, J. (1986). *Quality Control and Improvement*. New York: Quality Press.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.
- Uddin, M. S. (2013). The influence of perceived product quality on customer satisfaction: Evidence from Bangladesh. *Asian Journal of Business and Management Sciences*, 1(5), 45–53.
- Vázquez-Casielles, R., Del Río-López, M. E., & Iglesias, V. (2009). Customer loyalty and firm performance: A multiple-case study. *International Journal of Service Industry Management*, 20(3), 253–271.
- Vera, J. (2015). Product quality and customer satisfaction: An empirical study. *International Journal of Quality & Reliability Management*, 32(4), 391–404.

- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics, and management strategies. *Journal of Retailing*, 85(1), 31–41.
- Waters, J., & Waters, C. (2008). The importance of product quality in customer satisfaction. *Journal of Business Strategy*, 29(3), 45–50.
- Yadav, R., & Sharma, P. (2020). The influence of customer satisfaction on repurchase intention: A study of automobile consumers. *Journal of Business Research*, 112, 415-426.
- Yeh, C. H. (2013). The relationship among perceived value, satisfaction, and loyalty in the hotel industry. *International Journal of Hospitality Management*, 33, 64–70.
- Zhang, Y., Li, X., & Wang, Z. (2019). Understanding customer requirements in product development. *Journal of Business Research*, 102, 191–202.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46.
- Zeitz, G., McEwen, F., & Mankin, D. (1997). Critical factors in total quality management implementation. *Total Quality Management*, 8(2), 161–172.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.

**APPENDIX A**  
**SURVEY QUESTIONNAIRES**

**Dear Respondents,**

I am doing research on “Effect of Product Quality Dimensions on Customer Perceived Value and Repurchase Intention towards Shwe Daehan Motors Co., Ltd.” and please kindly take your time to answer this short five-minute survey to let me know how satisfied you are with your chosen Hyundai cars. This questionnaire survey is intended for my research to fulfill MBA degree at Yangon University of Economics (YUE).

The information you provide will remain confidential and will be used only for academic purposes only.

Thank you so much in advance for your time, kind participation and cooperation.

**PART I:**

Section (1) Please provide your general information. *Please tick (✓) the appropriate box below.*

1. Gender:

- Male
- Female

2. Age:

- 18-20 years
- 21-30 years
- 31-40 years
- 41-50 years
- 51-60 years
- Older than 60 years

3. Education Level:

- High School
- Bachelor Degree
- Master Degree & Above

4. Occupation:

- Own Business
- Professional
- Company Employee
- Government Employee
- Banker
- Student

5. Marital Status:

- Single
- Married

**PART II:**

*Please tick (✓) one box per statement according to the scale stated below.*

**Please note that the scale is from 1-5:**

**1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree**

**(1) Dimensions of Car Quality****(i) Performance**

No.	Particulars	1	2	3	4	5
1.	Hyundai car performs exceptionally well under various driving conditions.					
2.	The acceleration and braking performance of Hyundai car meet my expectations.					
3	The overall driving experience of Hyundai car is smooth and efficient.					
4	Hyundai car provides the expected level of engine power and speed.					
5	Hyundai car performs well even after long-term use.					

**(ii) Features**

No.	Particulars	1	2	3	4	5
6	Hyundai car is equipped with advanced features that enhance my driving experience.					
7	The technology features (e.g., infotainment system, navigation) in Hyundai car are user-friendly.					
8	The additional features in Hyundai car add significant value to the vehicle.					
9	Hyundai car has all the necessary features I need for convenience and comfort.					
10	The features in Hyundai car are better than those in similar cars from other brands.					

**(iii) Reliability**

No.	Particulars	1	2	3	4	5
11	Hyundai car rarely experiences mechanical issues.					
12	I can depend on Hyundai car for long-distance travel without worry.					
13	I have high confidence in the reliability of Hyundai car.					
14	Hyundai car has not had any significant breakdowns or failures.					
15	I feel secure knowing that Hyundai car is reliable for daily use.					

**(iv) Conformance**

No.	Particulars	1	2	3	4	5
16	Hyundai car conforms to the advertised specifications.					
17	The materials used in Hyundai car are of high quality and meet my expectations.					
18	The manufacturing of Hyundai car aligns with the quality standards I expect from Hyundai.					
19	Hyundai car meets the required safety standards as per the company's claims.					
20	The design and build quality of Hyundai car are flawless and meet high standards.					

**(v)Durability**

No.	Particulars	1	2	3	4	5
21	Hyundai car has shown excellent durability even after years of use.					
22	I am confident that Hyundai car will last for a long time without major issues.					
23	The body and engine of Hyundai car are durable and resistant to wear.					
24	I have not experienced premature aging or wear on any parts of Hyundai car.					
25	Hyundai car's durability justifies my investment in the long run.					

**(vi) Serviceability**

No.	Particulars	1	2	3	4	5
26	I am satisfied with the ease of maintaining and servicing Hyundai car.					
27	Company provides adequate support and service centers for my car's needs.					
28	It is easy to find spare parts for Hyundai car when needed.					
29	Hyundai car has not required excessive repairs compared to other cars I've owned.					
30	Hyundai service centers are well-equipped to handle all issues with my car.					

**(vii) Aesthetics**

No.	Particulars	1	2	3	4	5
31	The exterior design of Hyundai car is attractive and modern.					
32	I am pleased with the overall look and design of Hyundai car.					
33	The interior design and layout of Hyundai car are appealing.					
34	The color options and finishes of Hyundai car meet my aesthetic preferences.					
35	I feel proud to drive Hyundai car because of its stylish appearance.					

**(viii) Perceived Quality**

No.	Particulars	1	2	3	4	5
36	Overall, I perceive my Hyundai car as being of high quality.					
37	I consider Hyundai as a brand that produces high-quality vehicles.					
38	The materials used in Hyundai car feel premium and durable.					
39	The construction and finishing of Hyundai car are of exceptional quality.					
40	I trust the quality of Hyundai car compared to other vehicles in the market.					

### Part III. Customer Perceived Value

Please indicate your level of agreement with the following statements.

No.	Particulars	1	2	3	4	5
41	The price I paid for Hyundai car reflects its quality and features.					
42	Hyundai car offers excellent value for the price compared to other brands.					
43	I feel that the overall value I get from Hyundai car justifies the initial cost.					
44	The performance and features of Hyundai car make it worth the investment.					
45	I believe Hyundai cars provide great value relative to the cost of ownership.					

### Part IV: Customer Satisfaction

Please rate your level of satisfaction with the following aspects of Hyundai car.

No.	Particulars	1	2	3	4	5
46	I am satisfied with the overall performance of Hyundai car.					
47	I am satisfied with the features available in Hyundai car.					
48	I am satisfied with the reliability and dependability of Hyundai car.					
49	I am satisfied with the durability and serviceability of Hyundai car.					
50	Overall, I am satisfied with Hyundai car.					

**Part V: Repurchase Intention**

**Please indicate your level of agreement with the following statements.**

No.	Particulars	1	2	3	4	5
51	I would consider purchasing another Hyundai car in the future.					
52	If I were to buy another car, Hyundai would be my first choice.					
53	I would recommend Hyundai cars to others who are looking for a new vehicle.					
54	I believe my next car purchase will likely be a Hyundai vehicle.					
55	I would repurchase a Hyundai car if I were to replace my current vehicle.					

## APPENDIX B

### SPSS OUTPUT DATA

#### Reliability Statistics

Cronbach's Alpha	N of Items
.832	5

#### Item Statistics

	Mean	Std. Deviation	N
P1	4.20	.542	358
P2	3.76	.694	358
P3	3.68	.734	358
P4	4.15	.629	358
P5	3.80	.845	358

Grand Mean = 3.92

#### Reliability Statistics

Cronbach's Alpha	N of Items
.758	5

#### Item Statistics

	Mean	Std. Deviation	N
F1	4.05	.548	358
F2	3.78	.967	358
F3	3.98	.580	358
F4	4.11	.688	358
F5	3.70	.951	358

Grand Mean = 3.92

### Reliability Statistics

Cronbach's Alpha	N of Items
.887	5

### Item Statistics

	Mean	Std. Deviation	N
R1	3.54	.974	358
R2	3.75	.865	358
R3	3.88	.742	358
R4	3.47	.975	358
R5	3.71	.849	358

Grand Mean = 3.67

### Reliability Statistics

Cronbach's Alpha	N of Items
.849	5

### Item Statistics

	Mean	Std. Deviation	N
C1	4.27	.630	358
C2	3.83	.766	358
C3	3.83	.706	358
C4	4.25	.631	358
C5	3.86	.889	358

Grand Mean = 4.01

### Reliability Statistics

Cronbach's Alpha	N of Items
.884	5

### Item Statistics

	Mean	Std. Deviation	N
D1	4.12	.586	358
D2	4.34	.520	358
D3	4.20	.530	358
D4	4.38	.609	358
D5	3.97	.616	358

Grand Mean = 4.20

### Reliability Statistics

Cronbach's Alpha	N of Items
.797	5

### Item Statistics

	Mean	Std. Deviation	N
S1	4.15	.527	358
S2	3.91	.847	358
S3	4.05	.502	358
S4	4.24	.630	358
S5	3.88	.916	358

Grand Mean = 4.05

### Reliability Statistics

Cronbach's Alpha	N of Items
.842	5

### Item Statistics

	Mean	Std. Deviation	N
A1	4.11	.595	358
A2	4.20	.542	358
A3	4.16	.477	358
A4	4.22	.417	358
A5	4.30	.712	358

Grand Mean = 4.20

### Reliability Statistics

Cronbach's Alpha	N of Items
.844	5

### Item Statistics

	Mean	Std. Deviation	N
PQ1	4.22	.452	358
PQ2	4.33	.597	358
PQ3	3.69	.867	358
PQ4	4.45	.581	358
PQ5	4.41	.761	358

Grand Mean = 4.22

### Reliability Statistics

Cronbach's Alpha	N of Items
.848	5

### Item Statistics

	Mean	Std. Deviation	N
CPV1	4.32	.593	358
CPV2	4.48	.500	358
CPV3	3.87	.966	358
CPV4	4.17	.629	358
CPV5	4.37	.484	358

Grand Mean = 4.24

### Reliability Statistics

Cronbach's Alpha	N of Items
.907	5

### Item Statistics

	Mean	Std. Deviation	N
CS1	4.37	.484	358
CS2	4.23	.424	358
CS3	4.23	.424	358
CS4	4.48	.500	358
CS5	4.33	.723	358

Grand Mean = 4.33

### Reliability Statistics

Cronbach's Alpha	N of Items
.890	5

### Item Statistics

	Mean	Std. Deviation	N
RI1	4.41	.761	358
RI2	4.16	.865	358
RI3	4.20	.600	358
RI4	4.38	.678	358
RI5	4.20	.796	358

Grand Mean = 4.27

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.855 <sup>a</sup>	.730	.724	.2725	.730	118.103	8	349	.000	.960

a. Predictors: (Constant), PQM, FM, RM, CM, DM, SM, AM, PM

b. Dependent Variable: CPVM

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.184	8	8.773	118.103	.000 <sup>b</sup>
	Residual	25.924	349	.074		
	Total	96.108	357			

a. Dependent Variable: CPVM

b. Predictors: (Constant), PQM, FM, RM, CM, DM, SM, AM, PM

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.379	.184		2.063	.040		
	PM	-.019	.065	-.020	-.290	.772	.169	5.912
	FM	.111	.061	.117	1.832	.068	.190	5.274
	RM	-.026	.033	-.037	-.808	.420	.363	2.754
	CM	.011	.056	.012	.192	.848	.197	5.078
	DM	-.025	.070	-.023	-.354	.723	.187	5.337
	SM	.009	.063	.009	.140	.889	.192	5.205
	AM	.022	.075	.019	.293	.769	.194	5.146
	PQM	.837	.028	.845	29.428	.000	.937	1.068

a. Dependent Variable: CPVM

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.659 <sup>a</sup>	.435	.433	.4678	.435	273.849	1	356	.000	.932

a. Predictors: (Constant), CPVM

b. Dependent Variable: RIM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.920	1	59.920	273.849	.000 <sup>b</sup>
	Residual	77.895	356	.219		
	Total	137.814	357			

a. Dependent Variable: RIM

b. Predictors: (Constant), CPVM

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.921	.204		4.517	.000		
CPVM	.790	.048	.659	16.548	.000	1.000	1.000

a. Dependent Variable: RIM

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change	Durbin-Watson
					R Square Change	F Change	df1	df2		
1	.903 <sup>a</sup>	.816	.816	.1916	.816	1580.689	1	356	.000	.855

a. Predictors: (Constant), CPVM

b. Dependent Variable: CSM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.045	1	58.045	1580.689	.000 <sup>b</sup>
	Residual	13.073	356	.037		
	Total	71.118	357			

a. Dependent Variable: CSM

b. Predictors: (Constant), CPVM

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.033	.084		12.367	.000		
	CPVM	.777	.020	.903	39.758	.000	1.000	1.000

a. Dependent Variable: CSM

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.716 <sup>a</sup>	.512	.509	.4352	.512	186.272	2	355	.000	1.073

a. Predictors: (Constant), CSM, CPVM

b. Dependent Variable: RIM

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.569	2	35.284	186.272	.000 <sup>b</sup>
	Residual	67.246	355	.189		
	Total	137.814	357			

a. Dependent Variable: RIM

b. Predictors: (Constant), CSM, CPVM

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.011	.227		-.050	.960		
	CPVM	.088	.104	.074	.852	.395	.184	5.440
	CSM	.903	.120	.648	7.498	.000	.184	5.440

a. Dependent Variable: RIM