THE IMPACT OF RELATIONSHIP MARKETING
AND ITS INFLUENCE ON CUSTOMER LOYALTY

SITI AMINAH BINTI MOHAMAD

UNIVESITI UTARA MALAYSIA
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THE IMPACT OF RELATIONSHIP MARKETING
AND ITS INFLUENCE ON CUSTOMER LOYALTY

A thesis submitted to the Postgraduate Studies College of Business
in partial fulfillment of the requirements for the degree
Master of Science (Management)
University Utara Malaysia

By

SITI AMINAH BINTI MOHAMAD

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Abstract

Relationship Marketing is related to customers loyalty. The objective of this study is to examine whether factors such as Trust, Commitment, Communication, Conflict Handling and Switching Cost have significant relationship on customer loyalty. A total number of 268 respondents participate in this study. A total of 300 questionnaires were distributed to students from Universiti Utara Malaysia. All the five factors had significant relationships with customer loyalty. The Pearson correlations analysis that was conducted showed that "Commitment" is the highest influencing factor towards Customer Loyalty. This is followed by Communication, Conflict Handling, Trust and Switching Cost. The analysis on this study also found that four independent variables which are Trust, Commitment, Communication, and Conflict Handling had moderate relationship with Customer Loyalty. Only, Switching Cost factor had a small relationship with customer loyalty. Customer loyalty is an essential element in long-term planning. The Mobile Telecommunication Service Providers in Malaysia should build strategies to enhance customer loyalty.
Abstrak

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Siti Aminah binti Mohamad
Master of Science in Management
University Utara Malaysia
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INTRODUCTION

1.0 CHAPTER INTRODUCTION

Marketing is one of the important elements in business. It is also the core discipline for successful business management today. Marketing is the process that seeks to influence voluntary exchange transactions between a customer and a marketer. The marketing process involves communication and requires a mechanism or system to carry out the exchange of the marketer's product for something of value (Zikmund & d'Amico, 2000). It is concerned with the way the products are presented to the market in terms of their packaging and distribution.

In marketing, keeping existing customers is equally important as well as finding new ones. Effective marketers work to build long-term relationships with their customers. This concept is referred to as relationship marketing. The term of relationship marketing is used to communicate the idea that a major goal of the marketing, whether the product is a good or a service (Zikmund & d'Amico, 2000). The relationship marketing or
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