

**THE IMPACT OF RELATIONSHIP MARKETING  
AND ITS INFLUENCE ON CUSTOMER LOYALTY**

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**UNIVESITI UTARA MALAYSIA**

**2011**

# **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**

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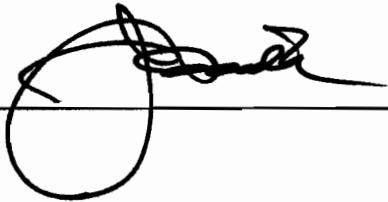
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# Abstract

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*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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*Pemasaran Perhubungan adalah berkaitan dengan kesetiaan pelanggan. Objektif kajian ini adalah untuk menguji samaada faktor-faktor kepercayaan, komitmen, komunikasi, pengendalian konflik dan kos penukaran mempunyai kesan berpengaruh terhadap kesetiaan pelanggan. Seramai 268 pelajar di Universiti Utara Malaysia menjadi responden dalam kajian ini. Sebanyak 300 soal selidik diedarkan kepada pelajar di Universiti Utara Malaysia. Keputusan kajian menunjukkan kelima-lima pembolehubah bebas mempunyai pengaruh terhadap kesetiaan pelanggan. Korelasi Pearson analisis yang dilakukan menunjukkan bahawa faktor "Komitmen" mempunyai pengaruh yang tinggi terhadap kesetiaan pelanggan. Ini diikuti dengan faktor komunikasi, pengendalian konflik, kepercayaan dan kos penukaran. Analisis dalam kajian ini mendapati bahawa empat pembolehubah bebas yakni kepercayaan, komitmen, komunikasi, dan pengendalian konflik hubungan sederhana terhadap kesetiaan pelanggan. Cuma, faktor kos penukaran mempunyai hubungan yang kecil terhadap kesetiaan pelanggan dalam syarikat penyedia ragkaian telekomunikasi. Kesetiaan pelanggan merupakan elemen penting dalam perancangan jangka panjang. Syarikat penyedia ragkaian telekomunikasi di Malaysia perlu membina kesetiaan pelanggan yang baik kepada pelanggan sama ada daripada pihak pengurus, pemasar dan semua kakitangan yang berkaitan dengan sektor perniagaan kerana tindakan ini akan mendapat manfaat dan keuntungan kepada syarikat tersebut.*

# Acknowledgement

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Praise and gratitude be given to Allah the Almighty for giving me such a great strength, patience, courage, and ability to complete this project.

First and foremost, I would like to express my sincere gratitude and appreciation to my supervisor, Haji Mohamad Zainol Abidin bin Adam, Senior Lecturer, College of Business, Universiti Utara Malaysia, for his intelligent guidance and helpful advice during the whole process of completing this study. He has really been my center of motivation and guidance. Completion the project will be quite impossible without his continuous assistance.

Secondly, I would also like to express my sincere gratitude to my father, Mohamad bin Omar, my mother, Rahmah binti Daud, all of my siblings who had given their full support, encouragement and understanding during my study in this lovely University. A special thanks to all respondents of this study especially for their kind assistance and support throughout the data collection process. My appreciation is also dedicated to all my friends and everyone who has helped either directly or indirectly in the completion of this project.

Last but not least, I am truly grateful to Allah the Almighty for the inspiration that had enabled me to pursue my study. May Allah S.W.T rewards the kindness of everyone that I had mentioned above.

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# 1

## INTRODUCTION

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### 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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