

**AN EMPIRICAL STUDY ON RELATIONSHIP  
MARKETING AND ITS EFFECT ON  
CUSTOMER SATISFACTION**

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**AN EMPIRICAL STUDY ON  
RELATIONSHIP MARKETING AND ITS EFFECT  
ON CUSTOMER SATISFACTION**



**A thesis submitted to the College of Business in partial fulfillment to the  
requirements for the degree**

**Master of Science Management**

**Universiti Utara Malaysia**

**By:**

**Nur Haryani binti Md Arshad**

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# Abstract

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The intense competition among firms in the new global environment has made it inevitable for firms to seek ways to create and maintain quality relationship with customers, and Malaysia banks sector are no exception. However, little is understood from empirical viewpoint about the antecedents of relationship quality specifically. In fact, the actual influence of overall customer satisfaction will be assessed by its indicators (Trust, Communication, Competence, Commitment and Cooperation). In this study, we tend to examine the effects of relationship marketing on customer satisfactions. Based on data collected from 237 customers which consisted of university students of UUM, various data-analytic tools will be used in this study. These tools are used to analyze the data such as test of differences, reliability analysis, factor analysis, and multiple regression analysis. Findings of this study suggest that if companies want to gain customers satisfaction, issues related to trust, communication, competence, commitment and cooperation must be addressed.

# Abstrak

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Persaingan yang kompetitif di antara syarikat-syarikat di persekitaran global yang baru telah mendorong syarikat-syarikat mencari kaedah baru dalam mewujudkan dan mengekalkan kualiti hubungan dengan pelanggan. Ini termasuklah sektor perbankan di Malaysia. Akan tetapi, hanya segelintir yang memahami dari sudut pandangan realistik tentang latar belakang kualiti hubungan secara khususnya. Malah, kecenderungan sebenar dalam menilai kepuasan pelanggan akan dinilai melalui pembolehubah hubungan pemasaran (kepercayaan, komunikasi, kebolehan, komitmen dan kerjasama). Di dalam kajian ini, kita akan mendalami kesan di antara hubungan pemasaran terhadap kepuasan pelanggan bank. Daripada data yang dikumpul, iaitu seramai 237 orang pelanggan yang terdiri daripada pelajar-pelajar Universiti Utara Malaysia (UUM), kepelbagaian kaedah analisis digunakan di dalam kajian ini. Kaedah-kaedah ini digunakan untuk menganalisis data seperti ujian perbezaan faktor, analisis keseragaman, analisis factor dan beberapa analisis pembalikan. Hasil kajian ini telah membuktikan para pelanggan boleh mencapai tahap kepuasan perkhidmatan dengan memfokuskan isu pembolehubah itu sendiri iaitu kepercayaan, komunikasi, kebolehan, komitmen dan kerjasama.

# Acknowledgment

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# Table of Content

---

CONTENT	PAGE
PERMISSION TO USE :: :: :: :: :: :: :: :: ::	i
ABSTRACT :: :: :: :: :: :: :: :: ::	ii
ABSTRAK :: :: :: :: :: :: :: :: ::	iii
ACKNOWLEDGMENT :: :: :: :: :: :: :: :: ::	iv
LIST OF TABLES :: :: :: :: :: :: :: :: ::	ix
LIST OF FIGURES :: :: :: :: :: :: :: :: ::	xi
 <b>CHAPTER 1: INTRODUCTION</b>	
1.0 CHAPTER INTRODUCTION :: :: :: :: :: :: :: :: ::	1
1.1 BACKGROUND OF THE STUDY :: :: :: :: :: :: :: :: ::	2
1.2 PROBLEM STATEMENT :: :: :: :: :: :: :: :: ::	5
1.3 OBJECTIVES OF THE STUDY :: :: :: :: :: :: :: :: ::	6
1.3.1 Main Objective :: :: :: :: :: :: :: :: ::	6
1.3.2 Specific Objectives :: :: :: :: :: :: :: :: ::	6
1.4 RESEARCH QUESTIONS :: :: :: :: :: :: :: :: ::	7
1.5 THEORETICAL FRAMEWORK :: :: :: :: :: :: :: :: ::	7
1.5.1 Dependent Variable :: :: :: :: :: :: :: :: ::	8
1.5.2 Independent Variables :: :: :: :: :: :: :: :: ::	8
1.6 SIGNIFICANCE OF THE STUDY :: :: :: :: :: :: :: :: ::	10
1.7 LIMITATIONS OF THE STUDY :: :: :: :: :: :: :: :: ::	10

## CHAPTER 2: LITERATURE REVIEW

2.0	CHAPTER INTRODUCTION	::	::	::	::	::	::	11
2.1	RELATIONSHIP MARKETING	::	::	::	::	::	::	12
2.2	TRUST	::	::	::	::	::	::	15
	2.2.1 Relationship between Trust and Customer Satisfaction						::	17
2.3	COMMUNICATION	::	::	::	::	::	::	19
	2.3.1 Relationship between Communication and Customer Satisfaction	::	::	::	::	::	::	20
2.4	COMPETENCE	::	::	::	::	::	::	21
	2.4.1 Relationship between Competence and Customer Satisfaction	::	::	::	::	::	::	24
2.5	COMMITMENT	::	::	::	::	::	::	25
	2.5.1 Relationship between Commitment and Customer Satisfaction	::	::	::	::	::	::	26
2.6	COOPERATION	::	::	::	::	::	::	27
	2.6.1 Relationship between Cooperation and Customer Satisfaction	::	::	::	::	::	::	29
2.7	CUSTOMER SATISFACTION	::	::	::	::	::	::	29
	2.7.1 Relationship between Relationship Marketing and Customer Satisfaction	::	::	::	::	::	::	32

## CHAPTER 3: METHODOLOGY

3.0	CHAPTER INTRODUCTION	::	::	::	::	::	::	35
3.1	QUESTIONNAIRE DESIGN AND SURVEY INSTRUMENT	::	::					36
3.2	SAMPLE AND DATA COLLECTION	::	::	::	::	::	::	40
3.3	HYPOTHESES	::	::	::	::	::	::	40
3.4	PILOT TEST	::	::	::	::	::	::	42
3.5	RELIABILITY COEFFICIENT	::	::	::	::	::	::	42



## CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.0	CHAPTER INTRODUCTION	::	::	::	::	::	::	45
4.1	SAMPLE CHARACTERISTICS	::	::	::	::	::	::	46
4.2	DESCRIPTIVE STATISTICS OF DATA	::	::	::	::	::	::	48
	4.2.1 Gender of Respondents	::	::	::	::	::	::	48
	4.2.2 Age of Respondents	:	::	::	::	::	::	49
	4.2.3 State of Origin (Local Students) and Country of Origin (Foreign Students)			::	::	::	::	50
	4.2.4 Race of Respondents	::	::	::	::	::	::	52
	4.2.5 Religion of Respondents	::	::	::	::	::	::	53
	4.2.6 Education Level of Respondents	::	::	::	::	::	::	54
	4.2.7 College of Respondents	::	::	::	::	::	::	55
	4.2.8 Residential Hall of Respondents	::	::	::	::	::	::	56
	4.2.9 Transaction Banking of Respondents			::	::	::	::	58
4.3	MEAN AND STANDARD DEVIATION	::	::	::	::	::	::	59
	4.3.1 Trust	::	::	::	::	::	::	62
	4.3.2 Communication	::	::	::	::	::	::	63
	4.3.3 Competence	::	::	::	::	::	::	65
	4.3.4 Commitment	::	::	::	::	::	::	66
	4.3.5 Cooperation	::	::	::	::	::	::	67
	4.3.6 Customer Satisfaction	::	::	::	::	::	::	69
4.4	T-TEST OF DATA COLLECTION	::	::	::	::	::	::	71
	4.4.1 Gender and Customer Satisfaction	::	::	::	::	::	::	72
4.5	ONE-WAY ANOVA ANALYSIS	::	::	::	::	::	::	73
4.6	CORRELATION ANALYSIS	::	::	::	::	::	::	76
	4.6.1 Hypotheses Testing	::	::	::	::	::	::	77
4.7	REGRESSION ANALYSIS	::	::	::	::	::	::	83
	4.7.1 Regression Analysis on Coefficient of Determination ( $R^2$ )			::	::	::	::	83
	4.7.2 Regression Analysis on Durbin-Watson Test				::	::	::	84

4.7.3	Regression Analysis of ANOVA Test	::	::	::	::	::	::	85
4.7.4	Regression Analysis of Coefficient	::	::	::	::	::	::	86
4.8	SUMMARY	::	::	::	::	::	::	88

## **CHAPTER 5: DISCUSSION, RECOMMENDATIONS AND CONCLUSION**

5.0	CHAPTER INTRODUCTION	::	::	::	::	::	::	89
5.1	DISCUSSION	::	::	::	::	::	::	90
	5.1.1 Discussion on Research Hypotheses	::	::	::	::	::	::	91
	5.1.2 Relationship between Trust and Customer Satisfaction	::						91
	5.1.3 Relationship between Communication and Customer Satisfaction	::	::	::	::	::	::	92
	5.1.4 Relationship between Competence and Customer Satisfaction	::	::	::	::	::	::	93
	5.1.5 Relationship between Commitment and Customer Satisfaction	::	::	::	::	::	::	93
	5.1.6 Relationship between Cooperation and Customer Satisfaction	::	::	::	::	::	::	94
5.2	MANAGERIAL IMPLICATIONS	::	::	::	::	::	::	95
5.3	RECOMMENDATIONS FOR FUTURE RESEARCH	::	::	::	::	::	::	95
5.4	CONCLUSION	::	::	::	::	::	::	97
	<b>REFERENCES</b>	::	::	::	::	::	::	99
	<b>APPENDICES</b>	::	::	::	::	::	::	108

# List of Tables

---

<b>TABLES</b>							<b>PAGE</b>
3.1	Summary of the Questionnaire Design	::	::	::	::	::	39
3.2	Reliability Statistics for the Pilot Test	::	::	::	::	::	43
4.1	Response Rate	::	::	::	::	::	47
4.2	Gender of Respondents	::	::	::	::	::	48
4.3	Age of respondents	::	::	::	::	::	49
4.4	State of Origin (Local Students)/ Country of Origin (Foreign Students)	::	::	::	::	::	51
4.5	Race of Respondents	::	::	::	::	::	52
4.6	Religion of Respondents	::	::	::	::	::	53
4.7	Education Level (Course) of Respondents	::	::	::	::	::	54
4.8	Academic College of Respondents	::	::	::	::	::	55
4.9	Residential Hall of Respondents	::	::	::	::	::	57
4.10	Banking transactions of Respondents	::	::	::	::	::	58
4.11	Descriptive (Mean and S. Deviation) Analysis of the Variables	::	::				61
4.12	Means and Standard Deviation of Trust Items	::	::	::	::		62
4.13	Means and Standard Deviation of Communication Items	::	::	::	::		64
4.14	Means and Standard Deviation of Competence Items	::	::	::	::		65

4.15	Means and Standard Deviation of Commitment Items	::	::	::					67
4.16	Means and Standard Deviation of Cooperation Items	::	::	::					68
4.17	Means and Standard Deviation of Customer Satisfaction Items	::	::						70
4.18	Independent T-Test between Gender and Customer Satisfaction	::	::						72
4.19	One-Way ANOVA between Race, College and Customer Satisfaction in Banking Sector	::	::	::	::	::	::	::	75
4.20	Pearson's Correlation Scale	::	::	::	::	::	::	::	76
4.21	Correlation between Customer Satisfaction and Trust	::	::	::					77
4.22	Correlation between Customer Satisfaction and Communication	::	::						79
4.23	Correlation between Customer Satisfaction and Competence	::	::						80
4.24	Correlation between Customer Satisfaction and Commitment	::	::						81
4.25	Correlation between Cooperation and Customer Satisfaction	::	::						82
4.26	Model Summary of Durbin-Watson	::	::	::	::	::	::	::	84
4.27	Model Summary of Durbin-Watson	::	::	::	::	::	::	::	85
4.28	Regression Analysis of ANOVA Test	::	::	::	::	::	::	::	86
4.29	Coefficients (a)	::	::	::	::	::	::	::	87
4.30	Summary Result of Hypotheses Testing	::	::	::	::	::	::	::	88

# List of Figures

---

FIGURES								PAGE
Figure 1.1	Theoretical Framework	::	::	::	::	::	::	9

# 1

## INTRODUCTION

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### 1.0 CHAPTER INTRODUCTION

This study investigates the effect of relationship marketing on customer satisfaction in banking services. In particular, it will discuss the effect of trust, communication, competence, commitment, and cooperation towards customer satisfaction. These five elements are the dimension of relationship marketing. This chapter contains seven parts as follows: (1) Background of the study; (2) Problem statement; (3) Objective of the study; (4) Research question; (5) Theoretical framework; (6) Significance of the study; (7) Limitations of the study.

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