THE EFFECT OF RELATIONSHIP MARKETING ON CUSTOMER LOYALTY TOWARDS FAST FOOD RESTAURANTS (A STUDY OF GENERATION Y)

AHMAD ZULFA BIN MOHD KAMIL
2014416014
MUHAMMAD AFIF BIN MAHABOB
2014267112

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

JULY 2016
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AHMAD ZULFA BIN MOHD KAMIL
2014416014
MUHAMMAD AFIF BIN MAHABOB
2014267112

Submitted in Partial Fulfilment
Of the Requirement for the
Bachelor of Business Administration with Honours (Marketing)

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

JULY 2016
I, AHMAD ZULFA BIN MOHD KAMIL, (I/C Number: 931229-05-5559), and
MUHAMMAD AFIF BIN MAHABOB, (I/C Number: 931222-05-5505)

Hereby, declare that:

- This work has not previously been accepted in substance for any
degree, locally or overseas and is not being concurrently submitted for
this degree or any other degrees.

- This project-paper is the result of my independent work and
investigation, except where otherwise stated.

- All verbatim extracts have been distinguished by quotation marks and
sources of my information have been specifically acknowledged.

Signature: __________________    _______________________

Date: 30 June 2016
LETTER OF SUBMISSION

JUNE 2016

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE EFFECT OF RELATIONSHIP MARKETING ON CUSTOMER LOYALTY TOWARDS FAST FOOD RESTAURANTS (A STUDY OF GENERATION Y)” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours Sincerely,

_____________________________           ______________________________
AHMAD ZULFA BIN MOHD KAMIL             MUHAMMAD AFIF BIN MAHABOB
2014416014     2014267112
BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING
ABSTRACT

Intense competition in the business environment forces firms to look for the best approach to attract and create loyal customers. Relationship marketing is a strategy used by many firms to maintain long-term relationship with customers. Good implementation of relationship marketing strategies will result in quality relationship built between customers and firms. This study attempts to investigate the relationship between relationship marketing dimensions and loyalty towards fast food restaurants among Generation Y. Four key dimensions of relationship marketing are considered in this study which are trust, communication, commitment and empathy. The study was conducted in Bandaraya Melaka with a sample of 150 respondents. Sampling method used in this study is convenience sampling. The data was analysed using correlation coefficient and regression by using SPSS software. The findings reveal that are positive relationship between these relationship marketing dimensions and customer loyalty. However, the result shows that only commitment has significant impact on customer loyalty.