



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA

A STUDY THE EFFECT OF RELATIONSHIP MARKETING  
OF THE FUTURE CONSUMER BEHAVIORAL INTENTION TO USE THE  
COMPANY SERVICE: GIG TECHNOLOGY HOLDINGS SDN BHD

**(MODE B)**

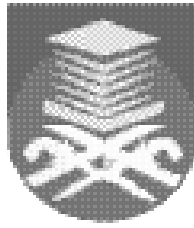
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6th NOV 2009

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA CITY CAMPUS**

**“A STUDY THE EFFECT OF RELATIONSHIP MARKETING OF THE FUTURE  
CONSUMER BEHAVIORAL INTENTION TO USE THE COMPANY SERVICE:  
GIG TECHNOLOGY HOLDINGS SDN BHD”**

I, Fara Elani Binti Mohd Saufi (I/C Number: 850802-03-5530) hereby, declare that:

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

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November 2009

The Head of Program  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached here with is the project paper entitled “A STUDY THE EFFECT OF RELATIONSHIP MARKETING OF THE FUTURE CONSUMER BEHAVIORAL INTENTION TO USE THE COMPANY SERVICE: GIG TECHNOLOGY HOLDINGS SDN BHD” in fulfilling the requirement by the Faculty of Business Management, Universiti Teknologi MARA.

I hope this project paper will fit the requirement and the expectation of the subject matter. I would also to thank for all the guidance and support in this completion of project paper.

I hope all parties will be satisfied with this project paper and my apologies for any errors are put in advance.

Thank You

Yours sincerely

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FARA ELANI BINTI MOHD SAUFI  
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## ABSTRACT

This research is investigates a possible “Effect of Relationship Marketing of the Future Consumer Behavioral Intention to Use the GIG Technology Holdings Sdn Bhd Services”. The main objective is to determine the effect of the relationship marketing toward the future consumer behavioral intention to use the GIG Technology Holdings Sdn Bhd. Then researcher is determining the distribution between relationship marketing and consumer behavioral intention. Lastly, objective is to find the alternatives to improve relationship marketing towards to the GIG Technology Holdings Sdn Bhd. All objectives are consisting of four kinds of relationship marketing those are Trust, Commitment, Retention and Loyalty.

About 25 respondents were getting from the research to help for accomplish this research by answering questionnaires had been distributed to them. This research was been used the probability sampling techniques and simple random techniques to get the data that are required. The finding showed questions in every each of relationship must highlight and recommend the company to create a consumer behavioral intention towards to their consumer. In the result, it determines the significant of the loyalty are shows the relationship between GIG Technology Holdings Sdn bhd and the government are more into helping in a sense that they are bumiputra.

**Keywords:** Relationship Marketing, Consumer Behavioral Intention

**Paper type:** Research paper

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