

**“CUSTOMER LOYALTY” AT PERCETAKAN
NASIONAL MALAYSIA BERHAD KUALA
LUMPUR (PNMB).**

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“In the name of Allah, The Merciful, The Beneficient”

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ABSTRACT

Percetakan Nasional Malaysia Berhad is one of the largest printing companies in Malaysia and has established since 1950. on 1st January 1993, Percetakan Nasional Malaysia Berhad (PNMB) became the largest printing company in Malaysia when it was corporatized and entered the open market. PNMB is a fully government owned company under the Ministry of Finance and continues all the printing and presswork for various government ministries, offices, and agencies.

To become a preferred company in the printing industry, Percetakan Nasional Malaysia Berhad, Kuala Lumpur has set their target in year, month and week to improve the performance and quality of products and services to the customers. Percetakan Nasional Malaysia Berhad also has planned to reduce the problems of customer loyalty and to achieve the target and goals. This is to ensure that this company has good image and reputation in the printing industry.

The research objectives of this study are to determine the factors affecting customer loyalty. To identify the current problems at Percetakan Nasional Malaysia Berhad, Kuala Lumpur. in assuring their customer loyalty. To determine the strength and weaknesses in maintaining customer loyalty in Percetakan Nasional Malaysia Berhad, Kuala Lumpur and to give recommendation on how to improve customer loyalty to Percetakan Nasional Malaysia Berhad, Kuala Lumpur.

For the purpose of the study, descriptive research is deployed in order to identify factors that contribute to customers' loyalty. The variables that contributed to the customers' loyalty are communication, trust, corporate image and satisfaction of the customers. Simple random sampling has been utilized with 42 respondents and Self-administered questionnaires were used as the survey instruments. By using the analysis generated by SPSS, results are analysed and deduction being drawn.

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