# A STUDY ON "LOYALTY PROGRAMME" TOWARDS MESRA CARD

# AT PETRONAS

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## ABSTRACT

"*Marketing is everything*". Companies do everything in moving their customers to become loyal in using their product and services for ever. There are many ways to make the customers more loyal. Besides introducing many programmes and activities, the newcomers of petrol card such as Mesra Card - PETRONAS has taken this advantage to penetrate the market in business of oil and gas further by making their customers become more loyal in using the product and services.

This study employed the survey instrument to interview 70 respondents in Melaka state by using the simple random survey method ( convenience sampling ). This sample is selected at the convenience of the interviewer that is as they are available at the right time and at the right place. Data collected was then analysed to allow the researcher to find out the results on customers loyalty among Mesra Card holders. The researcher also had analysed the number of non-Mesra Card holders and their reasons why these respondents are not Mesra Card holders ( within a limited sample population ). The respondents are come from various backgrounds and profile.

The results and findings can be found in this project paper. Hence, this project paper will focus on the reality of loyalty among Mesra Card members when PETRONAS launched this card as the "Loyalty Programme" card three (3) years ago.

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