



**“ENHANCING RELATIONSHIP MARKETING:  
A CASE STUDY AT BINARAYA PKINK SDN. BHD.”**

**MOHD HASIF AKMAL B. ABD. HALIM  
(2008783983)**

**BACHELOR IN BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA**

**APRIL 2011**

**“DECLARATION OF ORIGINAL WORK”**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

I, Mohd Hasif Akmal B. Abd. Halim (I/C Number: 860304-29-5435)

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: \_\_\_\_\_

## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First and foremost, my humble gratitude and appreciation to Almighty Allah, Most Gracious and Most Merciful, who gives me a courage, inspiration and strength to complete this Project Paper (MKT 662) work until its final form.. At last, after going through tough challenge with strong support and guidance of several individuals, finally I'm successfully manage to complete this research according to the planned.

I would like to express my deepest appreciation and thanks to Miss Wan Masnieza Wan Mustapha who had given a professional guidance and inspiring ideas in preparing this project paper. Without her help, this project paper could not come to this end. My special thanks to Mr. Nadi @ Latif Bacho as my second examiner and Madam Muhazita Alias whose put their experience and knowledge with fullness of responsibilities as to guide me and ensuring my research comes within its track.

I also cannot forget the support from the company that I do my practical training, BINARAYA PKINK SDN. BHD. They give me much information and supporting to me during I do this research. Their thoughtful suggestion and guidance have always been very forceful. Besides, I am very indebted to my family and my friends who also always help me and give their supporting in completing this research. They have given the information that will useful to my research.

Thank you very much to all parties which involving in this project either direct or indirect.

Thanks to all.

<b>TABLE OF CONTENT</b>	<b>PAGE</b>
<b>TITLE PAGE</b>	i
<b>DECLARATION OF ORIGINAL WORK</b>	ii
<b>LETTER OF SUBMISSION</b>	iii
<b>ACKNOWLEDGEMENT</b>	iv
<b>TABLE OF CONTENTS</b>	v
<b>LIST OF TABLE</b>	ix
<b>LIST OF FIGURE</b>	x
<b>ABSTRACT</b>	xi
<b>CHAPTER 1: INTRODUCTION</b>	<b>1</b>
1.1 Background of Company	3
1.1.1 Company Vision	4
1.1.2 Company Mission	4
1.1.3 Company's Organization Chart	5
1.2 Background of Study	6
1.3 Problem Statement	8
1.4 Research Objective	11
1.5 Research Question	12
1.6 Theoretical Framework	13
1.7 Research Hypothesis	14
1.8 Significant of Study	15
1.9 Scope of the Study	16
1.10 Limitation of Study	17
1.11 Definition of Terms	18

## ABSTRACT

*In today's high competitive and globalize business context, increasing customer loyalty emerges as the most important challenges faced by marketers. Educating loyal customers is frequently argued to be the single most important driver of organizations' long-term performance, which can lead to increased sales and customer share, lower costs, and higher prices. Therefore marketing scholars emphasize the influence of relationship marketing as a strategically important tool from which customer loyalty can be secured and, as a result, the achievement of higher competitiveness and enhanced customer satisfaction can be accomplished. The main focus for this study is to find out the principal issues in enhancing relationship marketing at BINARAYA PKINK SDN.BHD. in order to develop well designed programs to improve relationship marketing by turn new customers into regularly purchasing clients, and then progressively move them through being strong supporters of the company and its product, and finally to being active and vocal advocates for the company thus playing an important role as referral source. The study was carried out on a convenience sample of 200 respondents through the distribution of structured questionnaires to BINARAYA's existing customers within the area of Pasir Tumboh, Kota Bharu. The data were analyzed using SPSS through the frequencies analysis, correlation coefficient analysis and regression analysis. From the analysis, the researcher found that trust, commitment, communication, and satisfaction have a significant relationship with the relationship marketing. From the findings, it shows that trust is the critical factor while communication is the least important factor. Some conclusions are provided in the research and the researcher also stated several recommendations. It is a great pleasure if BINARAYA's management is willing to evaluate the suggestions from the respondents and the researcher.*