



**THE FACTORS THAT INFLUENCE LIQUEFIED  
PETROLEUM GAS (LPG) SALES PERFORMANCE**

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**APRIL 2011**



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**‘DECLARATION OF ORIGINAL WORK’**

I am, SYARIFAH NURUL AIN BINTI SYED IBRAHIM, (I/C Number: 890426-11-5110)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, any 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**

“In the name of Allah SWT, the Merciful and Beneficent”

Praise be to Allah S.W.T for the blessing and giving me the strength and health to complete this project paper. First and foremost, I would like to thank my kindness advisor, Encik Mohd Yusof bin Ramli and my second examiner Encik Azim Izzuddin bin Muhamad for their invaluable advice, comments, constant guidance and also their commitment of time during the progress of my project paper.

I would like to express my special acknowledgement to Puan Wan Sumiyati binti Wan Ahmad as the Manager of Account Services and Administration Department and also my training supervisor Encik Sidik Al Amini bin Zailani as the Senior Executive under the same department at PETRONAS Dagangan Berhad (PDB), Kuantan for giving me the opportunity to do industrial training at their organization and yet, gives valuable information needed for this research. I also wish to extend my gratitude to all the staff of PDB Kuantan, who gives full cooperation and good collaboration in helping me to finish my research.

Sincere and frank appreciations also to my beloved family, especially my parents Encik Syed Ibrahim bin Syed Abdullah and Puan Wan Hamidah who supports and encourage me to finish this project paper. Yet, special thanks to all beloved friends who shared their experiences, time and commitment in finishing this report.

No such a valuable words than “Thank You” to appreciate your support and kindness. More than words could express on paper or could be spoken in words. Remembering your kindness would always be my pleasure.

Thank You.

Syarifah Nurul Ain binti Syed Ibrahim

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## **ABSTRACT**

The availability of LPG as the multi-purpose fuel presents significant opportunities for extending energy services into the community and for generating value-added commercial and industrial applications. The developments of this energy sources can improve the economy besides the communities. As a multinational company who is generates and supplies the oil and gas sources, PETRONAS Dagangan Berhad (PDB) which is partly owned by the Petroleum Nasional (PETRONAS) played the roles in managing the oil and gas industry. This is done by getting information at PETRONAS Dagangan Berhad (PDB) itself by using secondary data that are related with the sales of LPG. The study covered the data from 2002 until 2010. The purpose of this study is to observe whether the gross national income (GNI), industrial production index (IPI) and the advertisement values can give impact to the LPG's sales performance at the PDB's Eastern Regional Office. Regarding the finding of the study, it shows that only two independent variables that have significant values which influenced the sales performance of liquefied petroleum gas. This study used the secondary data which obtained from PETRONAS Dagangan Berhad Eastern Regional Office as for the research methodology. Otherwise, the study used the Statistical Procedure of Social System to transform the data into the output to be analyzed. To conclude, the study found that the sales performance of LPG can be influenced by the industrial production index and the advertisement values.