

MKT 650 - 75

A STUDY ON
PETRONAS SMARTPAY CARD
- AN ALTERNATIVE OF USING INDENT -

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LETTER OF TRANSMITTAL

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Dear Sir,

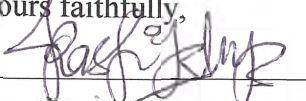
Report on "PETRONAS Smartpay card – An Alternative of using Indent Slips

I am pleased to present the following report on the topic above. The duration is approximately four months to finish. Hopefully this report will fulfill Marketing Internship (MKT 650) subject requirement.

I really appreciate your kindness to guide, advice and look into my report.

Thank you.

Yours faithfully,


(RASLINA BT YAHYA)



ACKNOWLEDGEMENTS

First of all, praise and gratitude to Allah SWT with whose mercy enable me to complete my project paper. I am indebted to many people who have contributed in various ways to the preparation of this Marketing Internship (MKT 650) subject. I would like to extent my thanks to my respectable advisor En. Abdol Samad b Nawi from whom I sought and received valuable guidance, comments, view, advice as well as encouragement based upon his own extensive experience.

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EXECUTIVE SUMMARY

This project paper is prepared as a partial requirement of the Bachelor of Business Administration (BBA) majoring in Marketing. Due to this purpose, it has determined the topic of study on 'PETRONAS Smartpay card (PSPC) - An Alternative of Using Indent'

This study is focused more on how PSPC can overcome indent slips problems.

The researcher obtains the data through primary and secondary data. A total of questionnaires has been distributed to the selected respondents in Kuala Lumpur and Klang Valley area based on Non-probability Sampling. Respondents are required to answer 19 questions that are followed by a list of answer.

The data that have been collected will be processed systematically by using SPSS program. The processed data will be presented in frequency tables. In order to test the hypothesis, Chi-Square method will be used.

From the study, majority of customers agrees to use PSPC as an alternative of using indent slips. However, there are still a small number of customers who are aware to use indent slips.

In order to provide them with better services, researcher has listed down some recommendations that might be used by Card Services Department.

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