



RELATIONSHIP MARKETING AND CUSTOMER LOYALTY:
CASE OF COSMOPCINT COLLEGE OF TECHNOLOGY
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ABSTRACT

Purpose – The purposes of this paper is to identify the effectiveness of Relationship Marketing in Cosmopoint College, to identify the major factors influencing consumer when choosing Cosmopoint College and to provide recommendations on how to improve Relationship Marketing in Cosmopoint College.

Methodology – A questionnaires was designed and answered by customers of Cosmopoint College through face to face interviewed. Simple random sampling was used in this study.

Findings – Based on the research findings, it clearly shows that all the factors are significant with one another. The four variables which are trust, commitment, communication and conflict handling are influenced consumers in choosing Cosmopoint College. Furthermore, all the variables are underpinnings of Relationship Marketing.

Research limitations – Customer may have different interpretation towards the Relationship Marketing. The relationships investigated in this study should be worthy of further research. Because the data analyzed were collected from Cosmopoint College in Kota Kinabalu only .By identifying the relevant Relationship Marketing underpinnings in Cosmopoint College, more researchers adapting the present study in other sectors would help in pushing back border of knowledge in customer's relationship.