



**A STUDY ON CUSTOMER PERCEPTION AND
BUYING TREND AT KEDAI MESRA,
PETRONAS Dagangan Berhad.**

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Executive summary

Executive Summary

This research is a study on 'Customer Perception and Buying Trend At Kedai Mesra, PETRONAS Dagangan Berhad'. This study was conducted at three PETRONAS Filling Station located at three different location in Kuching. PS Jalan Tun Jugah and Jalan Setia Raja is located at City South while PS Petra Jaya is located at City North. The study was focused on the customers that stopped at the station to purchase fuel for their vehicles and other merchandise and also some public.

The purpose of the study was to do research on the consumer behavior toward Kedai mesra as 'A one stop center'. Since it is also the important factors in the operating of Kedai mesra. Thus we cannot neglect the importance of customers satisfaction, so customers view on Kedai mesra is also under studied.

The study was conducted by using primary and secondary data that was relevent to research scope. Secondary data was not quite available, thus the study have defended much on the primary data. To obtain the primary data 120 respondents were identified and distributed with the questionnaires. They were from different work of life.

From the finding on the research, it was found out that 86.7% of the customers were happy with the existence of Kedai mesra and not making any complaint on the services and products, 93.8% made Kedai mesra as their favourite shopping center, which is according to them could ease the busy time that they encounter. Most of the customers were satisfied with the merchandise offered, service and efficiency. Furthermore at some of the shopping centers parking space are always full and congested. This would be a time wasting.

However there were some respondents who were not aware and have little knowledge on PETRONAS Kedai mesra. This group are to be targeted by PETRONAS to be their another loyal customer.

Chapter 1

1.0 INTRODUCTION

PETRONAS was incorporated in Malaysia as a national oil company during world oil crisis and political instability in the Middle East resulted in two major oil supply interruptions in the early 70's.

In the early 70's have shown heavy dispute in the oil industries. Though OPEC was formed in the late 50' that supposed to regulate the production of oil, for example in to resist any further price cutting without their concern, - but were not really noticed.

At first, little notice was taken of OPEC by the oil companies. By 1970, however, a crucial change had taken place in the oil market; for the first time since the Second World War the oil surplus was replaced by oil shortage, thanks largely to the continuously rising demand of the industrialized west. Some exporting countries have became the importing countries.

The Arab restriction of oil 1973 – 1974 following the Arab-Israeli war in 1967 closure of Suez Canal and the Iranian oil crisis, caused dramatic increases in price of oil in "Spot market" that have caused Malaysia to set up their own national oil company. And in early 70's also seen many changes in oil policy like Iraq who nationalised its oil industry in October 1972, followed by Iran who nationalised their oil industry in May 1973 and Kuwait, Bahrain, Qatar, Venezuela and Saudi Arabia had also obtained complete control over their oil industries.

In 1970 the revenues of the oil producers had been linked to the posted price of oil as set by oil companies. In 1973 the price was pushed up by 70% and this was followed by further 130% increase in December. By end of 1973 oil prices had trebled. They rose again in 1979 when OPEC imposed a further 10% price