



**THE AFFECT OF RELATIONSHIP MARKETING
TOWARDS CUSTOMER LOYALTY:
A CASE STUDY OF USAHA JAYA MARKETING (UJM)
JERTEH, TERENGGANU**

**NURZETY ADAWIYAH BT MUHAMAD
(2012243406)**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA BHARU, KELANTAN**

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NURZETY ADAWIYAH BINTI MUHAMAD

2012243406

Bachelor of Business Administration with Honours (Marketing)

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ABSTRACT

The purpose of this study is to identify the affect of relationship marketing towards customer loyalty at Usaha Jaya Marketing (UJM) Jerteh. Three affect of relationship marketing were identified that was contributed towards customer loyalty. They are trust, communication and commitment. In this research, the researcher sets several objectives to be achieved in carrying out this research. Several research questions were highlighted by the researcher as guidance in completing this research. The researcher distributed questionnaire to the respondents at Usaha Jaya Marketing (UJM) Jerteh. All the respondents who participated in this research are customers that be loyal to Usaha Jaya Marketing (UJM) Jerteh regarding to the purpose of this research in answering the questionnaire. Several techniques had been used to analyse the data. Frequency distribution analysis was used to study on demographic information of the respondents. Reliability analysis regarding to the questionnaire was made in order to measure the reliability of each variable in the questionnaire. The regression analysis was made on all identified variables. Pearson correlation analysis was used to examine the relationship between dependent variable and independent variables. The researcher also suggests some recommendation for future research.

CHAPTER 1**INTRODUCTION TO THE RESEARCH****1.0 INTRODUCTION**

This chapter have been discussed about background of the study, company background, problem statement, research objectives, research questions, hypotheses, significant of the study, definition of each terms, limitation, and scope of study.

1.1 BACKGROUND OF STUDY

Relationship marketing is the strategy that will be used to attract, maintain and enhance relationship with customer (Berry, 1983). Relationship marketing means the activities that are aimed at developing and managing trust for the purpose future relationship with larger customers. It is very important because it can be the best tools to gaining good relationship between the company and the customer. Building good relationship with the customer will give the good impact to the company. This is because when the company always keep in touch with the customer, they will feel that the company appreciated them.

The benefit of having good relationship is the company will get customer feedback. When the customer has the problem, they will let the company know. Then, the company will take the action and improve their weakness. Besides, the company also will get customer productivity. The significant communications and offers will persuade consumers to use the full complement of product and service offerings. This is because, customers