



**CUSTOMER'S PERCEPTION TOWARDS PETRONAS
LUBRICANT PRODUCT IN KUCHING DISTRICT**

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ABSTRACT

Chapter One describes background and purpose, relevance and value for readers, and for other researchers. Beside that, the researcher formulates and defines the research problem. The problem definition is presented together with its research questions. The problem definition of this research is very substantial to be transformed directly into a framework for analysis and research questions are conducted to specify the problem definition. Besides that, the researcher also highlighted the limitations when conducting the research. Several definitions on terms used to give a clear understanding to the readers. The preliminary study made it possible to generate subsidiary questions that made the main questions easier to answer.

Chapter Two is a literature review of relevant articles and books used in the researcher analysis of the problem definition, which focus on the customer's perception towards PETRONAS lubricant products.

In **Chapter Three**, the researcher discusses the methods used in this study. The researcher also discussed about the data collection, sampling design and also data analysis which focus on how the researcher obtained the data, how the decision in choosing the sample was made and how the data would be analyzed.

Chapter Four covers the analysis of the research. This chapter uses the theoretical framework presented in previous chapter. For this research, 350 questionnaires had been distributed and only 184 sets (which comprise of 146 for customers and 38 for non customers) were returned. Thus, the data and information obtained and analysis derived are based on these 146 sets. By dividing the questionnaires into four main sections

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF PETRONAS

PETRONAS, short for Petroliam Nasional Bhd, is Malaysia's national petroleum corporation established on 17 August 1974. Wholly-owned by the Government, the corporation is vested with the entire oil and gas resources in Malaysia and is entrusted with the responsibility of developing and adding value to these resources.

Since its incorporation PETRONAS has grown to be an integrated international oil and gas company with business interests in 35 countries. As at the end of March 2004, the PETRONAS Group is comprised of 93 wholly owned subsidiaries, 19 partly owned outfits and 55 associated companies.

The Group is engaged in a wide spectrum of petroleum activities, including upstream exploration and production of oil and gas to downstream oil refining; marketing and distribution of petroleum products; trading; gas processing and liquefaction; gas transmission pipeline network operations; marketing of liquefied natural gas; petrochemical manufacturing and marketing; shipping; automotive engineering; and property investment.

1.1.1 Philosophy

Although fully-owned by the Government, PETRONAS, like any other multinational petroleum corporation, operates as a business organization