

THE COMPLEXITY OF RELATIONSHIP MARKETING
FOR SERVICE CUSTOMER; A STUDY ON
PERMODALAN NASIONAL BERHAD

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“DECLARATION OF ORIGINAL WORK”

I, Mohamed Ezril Akma Bin Samsudin, (I/C Number: _____)

Hereby, declare that:

- This work has not been accepted in substance of any degree, locally or overseas and it not concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation mark and sources of my information have been specifically acknowledged.

Signature:

Date:

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ABSTRACT

Incorporated on March 17, 1978, PNB was conceived as a pivotal instrument of the Government's New Economic Policy to promote share ownership in the corporate sector among the Bumiputera, and develop opportunities for suitable Bumiputera professionals to participate in the creation and management of wealth.

The main objective of this research is to study on “The Complexity Of Relationship Marketing For Service Customer; A Study On Permodalan Nasional Berhad”. PNB is one of most leading company in its sector and they have a high degree of service encounter everyday.

For the purpose of the study, the descriptive research was used, 40 sets of questionnaires had been distributed, but only 32 set of them had been returned.

The researcher finds that all of three independent variables that had been formed in the theoretical framework have a weak relationship with the dependent variable. This is because there are too many people in Menara PNB and that makes it will be too many type of people in there, which contribute this result.

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