



**THE EFFECT OF RELATIONSHIP MARKETING ON CUSTOMER  
LOYALTY TOWARDS FAST FOOD RESTAURANTS  
(A STUDY OF GENERATION Y)**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
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UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**JULY 2016**

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**Submitted in Partial Fulfilment**

**Of the Requirement for the**

**Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

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UNIVERSITI TEKNOLOGI MARA (UiTM)  
KAMPUS BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, AHMAD ZULFA BIN MOHD KAMIL, (I/C Number: 931229-05-5559), and  
MUHAMMAD AFIF BIN MAHABOB, (I/C Number: 931222-05-5505)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being 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 marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 30 June 2016

## LETTER OF SUBMISSION

JUNE 2016

The Head of Program,  
Bachelor of Business Administration (Hons) Marketing,  
Faculty of Business Management,  
Universiti Teknologi MARA,  
Kampus Bandaraya Melaka,  
110 Off Jalan Hang Tuah,  
73500 Melaka.

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "**THE EFFECT OF RELATIONSHIP MARKETING ON CUSTOMER LOYALTY TOWARDS FAST FOOD RESTAURANTS (A STUDY OF GENERATION Y)**" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours Sincerely,

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AHMAD ZULFA BIN MOHD KAMIL

2014416014

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MUHAMMAD AFIF BIN MAHABOB

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING

## **ABSTRACT**

Intense competition in the business environment forces firms to look for the best approach to attract and create loyal customers. Relationship marketing is a strategy used by many firms to maintain long-term relationship with customers. Good implementation of relationship marketing strategies will result in quality relationship built between customers and firms. This study attempts to investigate the relationship between relationship marketing dimensions and loyalty towards fast food restaurants among Generation Y. Four key dimensions of relationship marketing are considered in this study which are trust, communication, commitment and empathy. The study was conducted in Bandaraya Melaka with a sample of 150 respondents. Sampling method used in this study is convenience sampling. The data was analysed using correlation coefficient and regression by using SPSS software. The findings reveal that there are positive relationships between these relationship marketing dimensions and customer loyalty. However, the result shows that only commitment has significant impact on customer loyalty.