



**THE IMPACT OF RELATIONSHIP MARKETING TACTICS ON CUSTOMER  
LOYALTY IN MALAYSIAN TELECOMMUNICATION INDUSTRY**

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**DECLARATION OF ORIGINAL WORK**



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“DECLARATION OF ORIGINAL WORK”**

I am, Afif Haikal Bin Hanifa, (I/C Number: 931209-03-5999).

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.

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## **Abstract**

The purpose of this study is to identify on the impact of relationship marketing tactics on customer loyalty within Malaysian telecommunication industry where its competitive environment is very crucial. Companies in Malaysian telecommunication industry were executing variety of relationship marketing tactics in order to achieve high level of customer loyalty. Four relationship marketing tactics were adopted for this study which is service quality, price perception, brand image and value offers to be examined their impact on customer loyalty. The population for this study is customers of telecommunication service providers in Bandaraya Melaka. A total of 150 sets of questionnaires were distributed and only 120 were returned. Results from data analysis are based on SPSS version 20. Quantitative type of data was used for the purpose of the study. The finding from this research shows that there are significant and positive relationship between relationship marketing tactics and customer loyalty. The result shows that value offered has the strongest impact on customer loyalty.

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