THE IMPACT OF THE UNDERPINNINGS OF RELATIONSHIP MARKETING ON CUSTOMER LOYALTY IN TELEKOM MALAYSIA

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

FACULTY OF BUSINESS MANAGEMENT
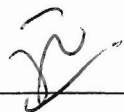## UNIVERSITI TEKNOLOGI MARA
MELAKA

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

"DECLARATION OF ORIGINAL WORK"

I, Nurfadhilah Bt Basri, (I/C Number: 861102-43-5000)

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: _28/4/2008_

LETTER OF SUBMISSION

28th April 2008

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

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "THE IMPACT OF THE UNDERPINNINGS OF RELATIONSHIP MARKETING ON CUSTOMER LOYALTY IN TELEKOM MALAYSIA" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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ABSTRACT

The development of effective customer relationships is increasingly recognized as an important component of marketing strategies. The purpose of this research is to examine the impact of relationship marketing underpinnings namely, trust, commitment, communication and conflict handling on the quality of firm-customer relationship as well as the levels of contribution of these underpinnings on customer loyalty in Telekom.

For the purpose of this research, the descriptive research was used 60 questionnaires were distributed to customers of TM Bukit Raja Klang, and collected using Non-probability Sampling Technique. Questionnaires were distributed as the survey instrument as the source of primary data, other reliable resources would serve as secondary data. The Statistical Package for the Social Science (SPSS) version 11.0 has been used to summarize the data. The results are in the form of reliability testing, frequency, descriptive and correlation. Based on this research, the results support most of the hypothesized relationships. There is a significant positive relationship between trust, commitment, communication and conflict handling on customer loyalty.

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