



**THE EFFECTIVENESS OF PROMOTIONAL TOOLS TO
RETAIN CUSTOMER LOYALTY AT KEDAI MESRA
PETRONAS**

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

**FACULTY OF BUSINESS MANAGEMENT
UiTM, KAMPUS BANDARAYA MELAKA**

NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

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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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LETTER OF SUBMISSION

6TH NOVEMBER 2009

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE EFFECTIVENESS OF PROMOTIONAL TOOLS TO RETAIN CUSTOMER LOYALTY AT KEDAI MESRA PETRONAS” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you

Yours sincerely

.....

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ABSTRACT

This research is all about The Effectiveness of Promotional Tools to Retain Customer Loyalty at Kedai Mesra Petronas. Promotional tools can be the most effective tools that being used by the organization to promote its products or services. This also applied by Petronas to promote their Kedai Mesra. By using the promotional tools medium, Petronas can enhance their customers' interest towards going to Kedai Mesra. The research objective are: To determine level of customer loyalty at Kedai Mesra Petronas, To rank the factors that influence customer loyalty at Kedai Mesra Petronas, To identify the distribution between promotional tools and customer loyalty at Kedai Mesra Petronas, To recommend the alternative to increase customer loyalty at Kedai Mesra Petronas.

In this study, exploratory research was conducted to obtain the information needed. Exploratory research has been chosen because it can define the problem more precisely and give understanding to the researcher. This type of research has been used because of the suitability to identify the level of customer loyalty towards the programs. It involved acquiring primary data, preparing questionnaires and sampling method and deciding on how the variables will be measured. Cronbach's Alpha for the study is 0.951. In general, reliabilities ranged from 0.9 and 0.99 are considered good. The result of this study indicates that the entire research objective has been achieved. The findings showed that promotion made by Petronas is effective and the most effective tools is the loyalty program and the least effective is advertising towards Kedai Mesra. The researcher also gave some recommendation in order to improve their promotion efforts to be better in the future.

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