



**FACTORS THAT MAKES UP PROFITABLE CUSTOMER  
LOYALTY TOWARD THE ORGANIZATIONS**

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**“DECLARATION OF ORIGINAL WORK”**

I. Nurul Huda binti Mohamad, 850123-04-5040

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: November 2009

## LETTER OF SUBMISSION

November 2009

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
40450 Shah Alam  
SELANGOR

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "factors that makes up profitable customer loyalty toward the organizations" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

.....

NURUL HUDA BINTI MOHAMAD

2006154491

Bachelor of Business Administration (Hons) Marketing

## TABLE OF CONTENT

<b>CONTENT</b>	<b>PAGE</b>
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT	viii
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background of the Company	1-3
1.2 Background of the Study	4
1.2.1. Company Information	4
1.2.2. Vision	5
1.2.3. Mission	5
1.2.4. Board of Directors	5
1.2.5. Management Teams	5
1.2.6. Organizational Chart	6
1.2.7. APEX Group of Companies	7-8
1.2.8. Apex Communications Sdn Bhd	9-11
1.3 Problem Statement	1-2
1.4 Issues and Elements of Study	13
1.5 Purpose of Study	14
1.6 Definition of Terms	
1.6.1. Relationship strength	14
1.6.2. Perceived alternatives	15
1.6.3. Critical episode	
1.6.4. Customer loyalty	
1.6.5. Poor handling	

## **ABSTRACT**

The research has been conducted at Apex Communications Sdn Bhd at Jalan P.Ramlee, Kuala Lumpur. This research is about a study on factors that makes up profitable customer loyalty toward the organization. This research is conducted in order to know the customer loyalty toward the organizations because we have three factors, which is relationship strength, perceived alternatives and critical episodes.

The objectives of this research are to determine the level of customer loyalty and its factors toward Apex Communications Sdn Bhd. Based on the study, customer loyalty is important to any organization in term of enhancing their profit and to retain its current customers. In order to sustain their competitiveness in the marketplace, each firm needs to provide the excellent services towards their customers. If the firms failed to maintain and enhanced their services, it is impossible for them to achieve their targets.

Further, this study also is more emphasizing regarding to the organizations need improvement to maintain their relationship with customers. It is because that has some factors, the organization do not practices entirely to ensure that their relationship with customer becomes more enjoyable and efficient but only several factors that the organizations apply to fulfill customer needs and wants

The result of this research will show the importance factors of customer loyalty, which are, contribute to the loyalty. In addition, the article concludes with a discussion of the research to improved understanding of the factor that makes up profitable customer loyalty toward the organization.