



**“ THE IMPACT OF CUSTOMER RELATIONSHIP MARKETING (CRM) ON
CUSTOMER LOYALTY IN HOLIDAY INN, MELAKA ”**

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KAMPUS BANDARAYA MELAKA

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

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“DECLARATION OF ORIGINAL WORK”

I, Rosmalawaty Binti Abdul Malek,

(I/C Number : 90611-14-6096)

II, Fathiah Binti Abd Rahman,

(I/C Number: 920414-06-5202)

Hereby, declare that:

- This work has not previously been accepted in substances 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 : _____

Signature : _____

Date : _____

LETTER OF SUBMISSION

JULY 2015

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandar raya Melaka
Off Jalan Hang Tuah
75300

Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE IMPACT OF CUSTOMER RELATIONSHIP MARKETING (CRM) ON CUSTOMER LOYALTY IN HOLIDAY INN, MELAKA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You,

Yours Sincerely,

ROSMALAWATY BINTI ABDUL MALEK

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ABSTRACT

The title of this study is "The Impact of Customer Relationship Marketing (CRM) on Customer Loyalty in Holiday Inn, Melaka". The first purpose of this study is to determine the current level of customer loyalty towards Holiday Inn, Melaka. There are five independent variables involved in this study which are Trust, Commitment, Communication, Empathetic and Reliable. In order to completing this study, the hypothesis was been constructed and focused on the objective to determine whether there has significant relationship between those independent variables with customer loyalty. A total of 150 peoples have participated in this study as respondents. The methodology used for the study was primary data collection. For primary data, the researcher was used the method of questionnaire to obtained through the analyzing and interpret data of result. The reliability test, regression, frequency analysis, descriptive testing and Pearson's correlation coefficient testing was used for data analysis. From correlation testing, the result shows that two of the independent variables which are trust and reliable have a strong relationship with customer loyalty while relationship with other independent variables which are commitment, communication and empathetic are moderate relationship respectively. For hypothesis, there are clearly shown that all of the hypothesis including commitment, communication and empathetic are supported.