



اُونِيُوَسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**KEY VARIABLES FOR SUCCESSFUL RELATIONSHIP MARKETING IN BUSINESS-
TO-BUSINESS MARKET.**

CASE STUDY: TELEKOM MALAYSIA BERHAD (TM), KOTA BHARU
KELANTAN.

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DECLARATION OF ORIGINAL WORK



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I am, **NORAZIAN BT MAT RIFEN**, (I/C Number: 880214-03-5654)

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 extract have been distinguish by quotation marks and sources of my information have been specifically acknowledgement

Signature: _____

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ACKNOWLEDGEMENT

Glory to Allah S.W.T, Most Gracious, the Most Merciful and peace upon His Messenger Holy Prophet Muhammad S.A.W. All the worship belongs to only Allah. I seek refuge to Allah from the wickedness within and from the evil deeds. I also praised to Allah S.W.T for giving me courage, time strength and knowledge to complete this project paper properly.

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ABSTRACT

This research is to study about customer satisfaction, commitment, and trust on the successful of relationship marketing in business-to-business market. The study was conducted in one of the telecommunication company which is, Telekom Malaysia Berhad, specifically in Telekom Malaysia Berhad (TM) Kota Bharu. This research is to identify the solutions that face by TM Kota Bharu. The main problem face is too difficult to maintain their customers and to achieve their sales target over the year. In addition, the lack of trust, commitment and also the customer satisfaction of the customers toward the company will be the main cause of the problems will affect their business performance. Due to the problems, there are certain circumstances why the research objective was developed. First, is to study whether customer satisfaction has associate to successful relationship marketing. Next is to determine whether commitment will lead to the successful of relationship marketing and the last objective is to study whether trust will influence in successful relationship marketing in business-to-business market. The findings of the research state that all the variables, customer satisfaction, commitment, and trust have a strong relationship with relationship marketing and lead to the successful of relationship marketing. Overall, based on the findings, there are several recommendations that have been suggested in order to help or to improve the relationship marketing between TM Kota Bharu and the whole TM with the customers. The organization should improve the service quality and product, in order to obtain customer satisfaction, build trust and improve commitment level.