

**THE EFFECTS OF EFFECTIVE INTERPERSONAL  
COMMUNICATION ON CUSTOMERS' SATISFACTION IN  
PETROL STATION AT TAMAN MELATI, KUALA LUMPUR**



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## **Abstract**

The retail industry in petroleum at Malaysia is facing increasingly competitive challenges as with other industries around the world. The study investigated the relationship between five variables of effective interpersonal communication in petrol station at Taman Melati, Kuala Lumpur. There are three petrol stations in Taman Melati. The main objective of this study is actually to identify the important aspects of effective interpersonal communication in the petrol station service. Then, it also wants to examine the effectiveness of effective interpersonal communication on customers' satisfaction in the petrol station. The last objective of this research is to evaluate the relationship between effective interpersonal communications with customers' behavioural intention. There are 200 questionnaire were distributed to the respondent in Taman Melati. However, there are only 172 were return back. From 172 questionnaires, 150 of them is complete questionnaire and other 22 is incomplete questionnaire. Among those five variable tested, personality, ability, verbal communication, non-verbal communication and ethical were the five main predictor variable to overall customers' satisfaction and significantly and positively influence overall customer's satisfaction towards the effective interpersonal communication in petrol station at Taman Melati. Recommendations to the petrol station and discussion for future studies are also provided in this research.

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## **CHAPTER 1: INTRODUCTION**

### **1.1 Introduction**

#### **1.1.1 Background of study**

The oil, gas and energy sector is the mainstay of Malaysia's growth. The economist believes that this industry will contribute approx. 20% of national GDP for Malaysia. By 2020, Malaysia will have a more diversified oil, gas and energy sector that remains vital to our development, and that builds on the nation's competitive advantages. This petroleum industry is not only about the oil and gas, but also the retail industry which is petrol station.

This retail industry is actually one of the main incomes for the oil company to stay strong in the market. In order to run this business, they will have direct relationship with their customers. The staff in the petrol station must have good interpersonal communication skills to entertain the customers.

Interpersonal communication is the sending and receiving of information between two or more people. Interpersonal communication in the workplace or business place like petrol station also involves this interaction in varying relational situations, such as between co-workers and between superior and subordinates and also the customers. Communication between the workers and the customers in petrol station must be done in a good way.

This interpersonal communication is very important for this industry, especially for petroleum industry (retail). The loyalty of the customer may affect the performance of the company. That is why the relation between the petrol station and the consumers must be in excellent status. Since the customer have lot of choice in term of choosing the petrol station, the petrol station must know what the X-factor is in order to make them as their loyal customers. Promotion itself may not help them to attract new customers or retain their current customer. The competition in the industry is getting hard for them to stay strong in the market.