



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**“CROSS SECTIONAL STUDY TOWARDS CUSTOMER  
CHURN: A CASE IN TNB KOTA BHARU”**

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KOTA BHARU

JULY 2013



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DECLARATION OF ORIGINAL WORK

I, NOOR MARDHIAH BINTI MAT NAWI (2010789765), 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 degree.
- This project paper is the result of my independent work and investigation, except otherwise stated.
- All verbatim extracts have been distinguished by quotations marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**LETTER OF TRANSMITTAL**

NOOR MARDHIAH BINTI MAT NAWI

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City Campus, Kota Bharu

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July , 2013

Head of Program

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15050 Kota Bharu, Kelantan

Dear Sir,

**SUBMISSION OF MARKETING PROJECT PAPER (MKT660)**

Attached is the copy of Marketing Project Paper (MKT660) entitled "Cross Sectional Study Towards Customer Churn: A Case of Tenaga National Berhad, Kota Bharu" to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Thank You

Yours faithfully,

NOOR MARDHIAH BINTI MAT NAWI

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Bachelor of Business Administration (Hons) Marketing

## ACKNOWLEDGEMENT

Alhamdulillah to Allah S.W.T, the most gracious, the most merciful and peace is upon His messenger Holy Prophet Muhammad S.A.W. Praise to Allah S.W.T for giving me courage, time and knowledge in completing this study.

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Last but not least, a special acknowledgement goes to UiTM for giving me the opportunity to pursue the study in B.B.A (Hons.) in Marketing. I would also like to thank any individuals who might be involved directly or indirectly in the making of this project paper.

Thank you.

Yours Sincerely,

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## ABSTRACT

This research was conducted to study the customer churn towards services provided by TNB Kota Bharu. The objective of this research is to investigate the relationship between dimensions of extended marketing mix toward customer churn. The researcher had distributed the questionnaire among 200 respondent of TNB. The extended marketing mix such as people, physical evidence and processes are the independents variables that being selected by the researcher. After collecting that data and analyze it, the result shows that there is association or relationship between these independents variables towards customer churn. From the result the researcher can conclude that people factor which is no significant at 0.289, physical evidence which is significant at 0.000 and processes which is significant at 0.00. By analyzing this result, the variable making the biggest contribution to the model is physical evidence and processes and then people. For people, they are negative relationship with customer churn, this can be because of time limitation on doing the research, lack of financial, respondent cooperation as some of the respondents are being expected to be reluctant to cooperate in the study, especially when requires to answer the questionnaire distributed by the researcher. By conducting this research also, the researcher hopes that TNB actually can upgrade their service or quality level in order to make sure that they can make customers always satisfy with service that company provided.