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**RELATIONSHIP MARKETING SURVEY IN THE STATE CIVIL SERVICE:
A CASE STUDY ON SOCIAL WELFARE DEPARTMENT OF SARAWAK**

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“DECLARATION OF ORIGINAL WORK”

I, BELAYONG ANAK POK,(NRIC. Number: 600423-13-5695), hereby declare that:

- **This work, as far as I am concerned, has not previously accepted in substance for any degree, both locally or overseas and is not concurrently submitted for this degree or any other degrees.**
- **This project paper is the result of my effort, except where otherwise stated.**
- **All verbatim extracts have been distinguished by quotation marks and sources of my information have been acknowledged accordingly.**

A handwritten signature in black ink, appearing to be 'Belayong Anak Pok'.

Signature:.....

Date: 29 Oct. 2007.....

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ABSTRACT

This study was conducted to identify factors affecting relationship marketing with regard to employee's routine work. This include to identify factors that positively influence relationship marketing activities in the organization. And also to identify problems of relationship marketing role within the department.

On top of that, the effectiveness of the major mediums and mode of dessiminating information in the department were also evaluated. There were 96 questionnaires had been distributed consensually. However, only 82 questionnaires were successfully collected of which among all are useful sources for data analysis. The respondents were all the current employees of Headquarters, Kuching Divisional, and Samarahan Divisional Social Welfare Office of Sarawak.

The questionnaires consist of (4) parts. Part (1): Respondent's Profile, Part (2): Profile of Respondents toward Realationship Marketing activities, Part (3): Effectiveness of major mediums and mode of information dessimination evaluation, and Part (4): Comments and Suggestions from employees with regard to relationship activities in the department.

From the study, generally the relationship marketing in the SWDS are just above the average, that is the highest mean is 3.84 (*Statement: I am motivated to this department succeed*). Where as, the lowest mean is 2.59, which belong to statement: "*My opinion is valued by management*". However, there are still a lot of areas that need to be further improved and thereafter to sustain the condusive environment. The recommendations are surely very important for the management to enchance its relationship with the employees

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

This project paper is regarding the Relationship Marketing survey in the State Civil Service of Sarawak in general, and taking Social Welfare Department of Sarawak as a case study. The study focuses on factors affecting relationship marketing in the department of a non-profit organization using employee climate survey of the department; aim at gathering relationship marketing activities from employees. Towards the end, the information will be useful for the management to enhance its relationship marketing with the employees. These include the benefits and activities such as to enhance teamwork, sense of belongings, high work commitment, and minimal supervision while discharging responsibilities.

In this paper also, it must be understood that the employees are the internal customers of the department. Therefore, whenever words of customers being use are mainly referring to the employees of the Social Welfare Department of Sarawak.

1.1.1 What is Relationship Marketing?

Relationship Marketing is the ongoing process of identifying and creating new value with individual customers and then sharing the benefits from this over lifetime of association. It involves the understanding, focusing and management of ongoing collaboration between suppliers and selected customers for mutual value creation and