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A STUDY ON
CUSTOMER LOYALTY TOWARDS
PETRONAS MITCO JAPAN

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Dear Sir,

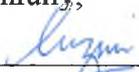
Customer Loyalty Towards PETRONAS MITCO Japan

I am pleased to present the following report, which is the result of my study on the above topic. The study involved primary and secondary data collection related to the topic under study.

I believe that with the increasing paradigm and competition typically in the trading market in Malaysia have put in more pressure on PETRONAS MITCO Japan. It is hoped that this project paper would be a useful knowledge, measurement and control purposes for this company to deal and combat with its competitors.

Thank you.

Yours faithfully,



(NOORAZURA BT MOHD DAUD)

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All praises to the Almighty Allah S.W.T and Prophet Muhammad S.A.W for giving me the strength and patience in completing this research paper.

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May Allah S.W.T reward you all with the best here in this world and thereafter.
Amin.

ABSTRACT

This project paper is aimed at PETRONAS MITCO Japan and the objective is to study on the customer loyalty towards this company. Customer loyalty is important in determining the potential growth of a company in the future, especially in a stiff competitive industry.

PETRONAS MITCO Japan is a trading company and its activities is focusing on delivering services to the customers. So, the survey was conducted to its customers who are the company and not the end user.

It is hoped that the result of the survey can be used to develop better strategies to confront the competitors. The survey was held by distributing questionnaires to the customers in peninsular Malaysia only through fax and by hand. Then data from company's report, journal, magazines and selected books were also carried out.

From the findings, it is proved that majority of the existing customers choose to stay loyal to PETRONAS MITCO Japan even it has changed its management because of satisfaction with the services rendered.

Hence, it is important for PETRONAS MITCO Japan to upgrade its quality since they may have a great problem once the competitors have established a wider coverage and network. Thus, it can be conclude that service quality and satisfaction are important in determining the customer loyalty.

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