

**A STUDY ON MAINTAINING CUSTOMER LOYALTY
TOWARDS THE DEMAND OF HARDWARE PURCHASING
AT PERNIAGAAN SIMEN TENAGADESA SDN. BHD**

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LETTER OF TRANSMITTAL

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Dear Sir,

Marketing Internship (MKT 650) Project Paper

I have completed my industrial internship training program that started from 4/6/2000 until 4/6/2000 as a partial fulfillment of the requirement for the Bachelor in Business Administration (Hons) (Marketing). By this time, I have selected a topic of my thesis as required in this final year course.

I am pleased to present the following report of "A Study On Maintaining Customer Loyalty Towards The Demand Of Hardware Purchasing At Perniagaan Simen Tenagadesa Sdn. Bhd". The report addresses a research on the factors that determine the customer loyalty towards Perniagaan Simen Tenagadesa Sdn. Bhd.

I hope this report will meet the requirement and the purposes of Marketing Internship (MKT 650) subject.

I really appreciate your kindness to guide, advice and look into my study. Thank you very much on your cooperation.

Your faithfully,

(MOHD SHAMSOL BIN HAJI MOHD SHAFIE)
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ABSTRACT

The growth in economic after crisis in October 1997 has shown a good opportunities or potentials in doing and running the business. The rapid economic growth has results many establish companies and new businesses enter the market especially in construction sector in order to fulfill the consumer requirements and to achieve the vision 2020 as the developing country.

The marketing research is the systematic and objective identification, collection, analysis and dissemination of the information for the purpose of improving decision making related to the identification and solution of problems and opportunities in marketing. Since the marketing research is objective, it is the responsibilities of the researchers to provide with the accurate information that reflects a true state of affairs.

As a result of many construction material businesses sector that selling the same product in the market, they will increased the competition among them. Here, Perniagaan Simen Tenagadesa Sdn. Bhd also faced the problem of keeping customers loyal to them as a result increasing the number of competitor especially in Kuala Terengganu.

This study tries to find what the main factors or response by the customer towards the marketing programs in determining customer loyalty to the company especially Perniagaan Simen Tenagadesa Sdn. Bhd. To find these factors or response by the customer, the researcher used three hypotheses that regarding the promotion done by

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