

CN: 12236

477

**EXPLORING RELATIONSHIP MARKETING IN THE PUBLIC
SERVICE: THE CASE FOR
THE LAND AND SURVEY DEPARTMENT,
SAMARAHAN DIVISION**

11F
5415
55
1047
2003

**NUR ANISA ABDULLAH
99536150**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
SARAWAK**

APRIL 2003

TABLE OF CONTENTS

	<u>Page</u>
<i>Letter of Transmittal</i>	ii
<i>Acknowledgements</i>	iii
<i>Table of Contents</i>	iv
<i>List of Tables</i>	vi
<i>List of Figures</i>	vii
<i>Abstract</i>	viii

CHAPTER 1 : INTRODUCTION

1.1	Background of the Study	1
1.2	Scope of the Study	2
1.3	Problem Statement	3
1.4	Objectives of the Study	5
1.5	Significance of the Study	5
1.6	Limitations of the Study	6
1.7	Definition of terms	6

CHAPTER 2 : LITERATURE REVIEW

2.1	Relationship Marketing	10
2.2	Public Organization	11
2.3	Factors which influence the relationship marketing	14

CHAPTER 3 : METHODOLOGY

3.1	Research design	19
3.2	Population and sample	19
3.3	Research instrument	20
3.4	Sources of data	20
3.5	Data analysis	22
3.6	Summary of data analysis	23

CHAPTER 4 : FINDINGS AND DISCUSSIONS

4.1	Demographic background of the study	25
4.2	Relationship between relationship marketing and related factors	30

ABSTRACT

The purpose of this study is to determine relationship marketing with related factors such job satisfaction, job related stress, job motivation, and job communication in Land and Survey Department, Samarahan. The objective of the study is to seek whether there is a significant relationship between the relationship marketing as dependent variables and the four related factors as independent variables. The method of study employed is the survey type of research. The questionnaires were distributed in the Land and Survey Department, Samarahan. The first section of the questionnaires is regarding the demographic information of the respondents such as gender, age, marital status, length of service, academic qualification, and monthly salary. Section B contains questions on the perception of the employees towards the relationship marketing in the department. Section C contains questions regarding the factors, which affect the relationship marketing. There are 153 respondents who complete the questionnaires as required. The statistical tools employed to analyze the demographic characteristic of the respondents are frequency and percentage whereas Bivariate Pearson's Correlation was used to analyze the relationship between the relationship marketing and related variables. The Correlation result shows that there is not much significant relationship between relationship marketing and job satisfaction ($r=0.103$). However, the relationship marketing is greatly influenced by job related stress where $r=0.721$, job motivation ($r=0.805$), and job communication ($r=0.247$). The study found that the development of human factor in the workplace should be given serious attention by the top management in order to develop effective relationship marketing. The organization should put greater effort to provide training and acquisition of skills by the employees. The organization should also establish a good communication system and be able to motivate their employees through reward system, recognition, advancement, and the content of the job itself.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The Sarawak Civil Service is at present in the process of transformation. Therefore, policies, systems, procedures, rules, regulations, and customer relationship management (relationship marketing) are often reviewed to ensure that transformation in the public service is supported. Globalization, economic liberalization, convergence in computing, and communication technologies, the call for governance and the demand for ever increasing quality of services in the next millennium imposes many challenges on the public services.

These challenges provide the public service with opportunities to introduce changes not only in the human resource management sector but also to any other fields including marketing and customer relationship. Therefore, leaders and members of the civil service must work together effectively in order to translate this vision into reality. Land and Survey Department, being one of the agencies in the Sarawak Civil Service has also its mission to realize this vision to produce quality work, proactive, flexible and practicing adaptable mode of operations in order to maximize benefit to its customers and serve the best interest of the public.

CHAPTER TWO

LITERATURE REVIEW

2.1 Relationship Marketing

Marketing is continually evolving in response to the changing environment (Woodruffe, 1995). New strategies, techniques and tools for marketing managers are constantly being developed. Marketing has also moved away from the original idea of bringing about mutually satisfying benefits or exchanges. Relationship marketing goes a step further. Organizations are urged to focus not only on their relationship with customers – external and internal – but with other elements within industry and society which can impact on the organization's long-term success. The emphasis too is not on bringing about exchange processes, but on building relationships. Quality service is the key to customer retention through customer satisfaction. Customers who keep coming back for more is the goal; zero defections rather than zero defects.

According to Payne (1993), relationship marketing consist of helping an enterprise to enable its marketing departments to identify and target their best customers, manage marketing campaigns with clear goals and objectives, and generate quality leads for the sales team.

Lovelock (1991) defines, relationship marketing is a business strategy to identify, cultivate, and maintain long-term profitable customer relationships. It requires developing a method to select your most profitable customer relationships (or those