



UNIVERSITI PUTRA MALAYSIA

**INFLUENCE OF RELATIONSHIP MARKETING ON CROSS
BUYING IN MALAYSIAN MOBILE SERVICE SECTOR**

MIMI LIANA ABU

GSM 2012 3

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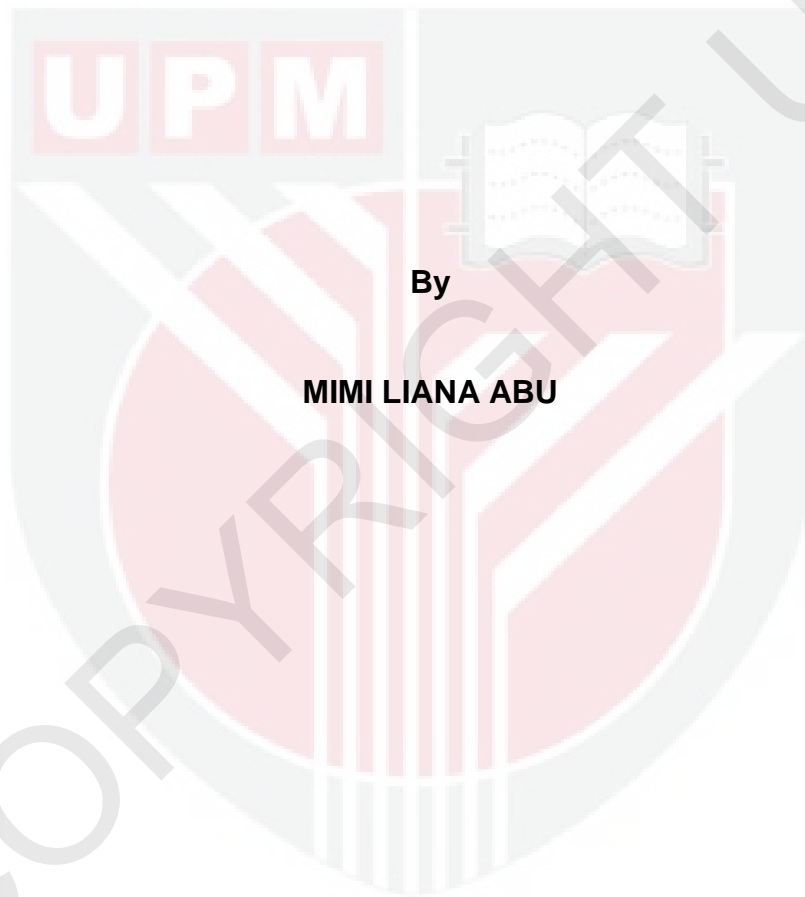


MIMI LIANA ABU

**MASTER OF SCIENCE
UNIVERSITI PUTRA MALAYSIA**

2012

**INFLUENCE OF RELATIONSHIP MARKETING ON CROSS BUYING IN
MALAYSIAN MOBILE SERVICE SECTOR**



By

MIMI LIANA ABU

Thesis Submitted to the Graduate School of Management, Universiti Putra
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of Science

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in partial fulfillment of the requirements for the degree of Master of Science

INFLUENCE OF RELATIONSHIP MARKETING ON CROSS BUYING IN MALAYSIAN MOBILE SERVICE SECTOR

By

MIMI LIANA ABU

May 2012

Chair : Associate Professor Jamil Bojei, PhD

Faculty : Graduate School of Management

Relationship marketing has been widely considered as a company's activity that not merely helps in acquiring new customers, but also to retain them in the company. It is well-known fact that the cost to entice a new customer is much higher than to maintain the current one. Additionally, it is said that high quality of relationship marketing is potentially able to increase relationship extension such as cross buying. While relationship marketing may influence customer to make additional purchases, however there is little agreement on which mediators could be used to achieve this aim. This study develops a model of relationship marketing based on existing literature to empirically investigate: (i) the influence of relationship marketing on customer satisfaction and loyalty; (ii) the influence of customer satisfaction on loyalty; and (iii) the ultimate influences of customer satisfaction and loyalty on cross buying. Specifically, this study aims to examine the direct and indirect influences of relationship marketing on cross buying, while taking into account the mediation effects of customer satisfaction and loyalty.

Six underlying dimensions are employed in measuring relationship marketing, which are trust, commitment, communication, conflict handling, bonding and empathy. A sample of 300 customers was drawn using Mall Intercept Scientific Procedures in Klang Valley. Confirmatory Factor Analysis (CFA) is used to assess the unidimensionality of each dimension before the Structural Equation Model (SEM) is utilized to test five proposed hypotheses. The results show that all the hypotheses are supported thus providing evidence of significant direct and indirect influences of relationship marketing on cross buying. That means, cross buying can happen without the existence of customer satisfaction and loyalty, but the total influence (direct and indirect) of relationship marketing is more powerful. Based on the findings, this study gives an idea of synergistic of relationship marketing, customer satisfaction and customer loyalty in influencing cross buying. Therefore, it is imperative for practitioners and theorists to understand that relationship marketing is not merely important in satisfying and maintaining customers, but it helps in relationship enhancement as well.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi sebahagian keperluan untuk Ijazah Master Sains

**PENGARUH HUBUNGAN PEMASARAN TERHADAP PEMBELIAN SILANG DI
DALAM SEKTOR PERKHIDMATAN MOBIL DI MALAYSIA**

Oleh

MIMI LIANA ABU

Mei 2012

Pengerusi : Professor Madya Jamil Bojei, PhD

Fakulti : Sekolah Pengajian Siswazah Pengurusan

Hubungan pemasaran telah diterima dengan meluas sebagai aktiviti perniagaan yang bukan hanya membantu di dalam mendapatkan pelanggan baru, tetapi juga untuk mengekalkan mereka di dalam perniagaan. Ini berdasarkan fakta bahawa kos untuk mendapatkan pelanggan baru adalah jauh lebih tinggi berbanding mengekalkan pelanggan sedia ada. Selain itu, adalah dinyatakan bahawa hubungan pemasaran yang berkualiti tinggi berpotensi untuk meningkatkan hubungan tambahan seperti pembelian silang. Sementara hubungan pemasaran dipercayai boleh mempengaruhi pelanggan untuk membuat pembelian tambahan, walau bagaimanapun terdapat sedikit persetujuan tentang perantara yang boleh digunakan untuk mencapai tujuan ini. Kajian ini membangunkan sebuah model hubungan pemasaran berdasarkan kesusasteraan sedia ada untuk mengkaji secara empirikal: (i) pengaruh hubungan pemasaran terhadap kepuasan dan kesetiaan pelanggan; (ii) pengaruh hubungan kepuasan pelanggan terhadap kesetiaan pelanggan; dan (iii) pengaruh sebenar kepuasan dan kesetiaan pelanggan terhadap pembelian silang. Secara spesifiknya, kajian ini bertujuan untuk mengenalpasti pengaruh langsung dan tidak langsung hubungan

pemasaran terhadap pembelian silang, disamping mengambil kira kesan mediasi kepuasan dan kesetiaan pelanggan.

Enam dimensi telah digunakan untuk mengukur hubungan pemasaran, iaitu kepercayaan, komitmen, komunikasi, pengendalian konflik, ikatan dan empati. Sampel 300 pelanggan telah diambil menggunakan kaedah *mall intercept* saintifik di Lembah Klang. *Confirmatory Factor Analysis (CFA)* telah digunakan untuk menilai *unidimensionality* setiap dimensi sebelum *Structural Equation Model (SEM)* digunakan untuk menguji lima hipotesis yang telah dicadangkan. Keputusan menunjukkan semua hipotesis adalah disokong seterusnya memberikan bukti bahawa terdapat pengaruh signifikan secara langsung dan tidak langsung hubungan pemasaran terhadap pembelian silang. Pembelian silang boleh berlaku tanpa kewujudan kepuasan dan kesetiaan pelanggan, tetapi pengaruh total (langsung dan tidak langsung) hubungan pemasaran adalah lebih berkuasa. Berdasarkan hasil pencarian, kajian ini memberi idea sinergi untuk hubungan pemasaran, kepuasan dan kesetiaan pelanggan dalam mempengaruhi pembelian silang. Oleh itu, adalah penting untuk pengamal dan teori-teori memahami bahawa hubungan pemasaran tidak hanya penting dalam memuaskan dan mengekalkan pelanggan tetapi ia membantu di dalam penambahbaikan hubungan juga.

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This is definitely a beginning of another endless journey of a knowledge seeker.

Mimi Liana Abu
2012

I certify that a Thesis Examination Committee has meet on 23 May 2012 to conduct the final examination of Mimi Liana Abu on her thesis entitled “The Influences of Relationship Marketing on Cross Buying in Malaysian Mobile Service Sector” in accordance with the Universities and University Colleges act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science (Marketing).

Members of the Thesis Examination Committee were as follows:

Rosli Salleh, PhD

Faculty of Economics and Management
Universiti Putra Malaysia
(Chairman)

Samsinar Md Sidin, PhD

Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Internal Examiner)

Faizah Abd Rahim, PhD

Associate Professor
Faculty of Business Management
Universiti Teknologi MARA
(Internal Examiner)

Osman Mohamad, PhD

Professor
Graduate School of Business
Universiti Sains Malaysia
(External Examiner)

FOONG SOON YAU, PhD

Professor/Deputy Dean
Graduate School of Management
Universiti Putra Malaysia

Date:

This thesis submitted to the Senate of Universiti Putra Malaysia has been accepted as partial fulfillment of the requirement for the degree of Master of Science.

The members of the Supervisory Committee are as follows:

Jamil Bojei, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Chairman)

Alias Radam, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)

ARFAH SALLEH, PhD, FCPA (Aust)

Professor/Dean
Graduate School of Management
Universiti Putra Malaysia

Date:

DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at UPM or other institutions.

MIMI LIANA ABU

Date:

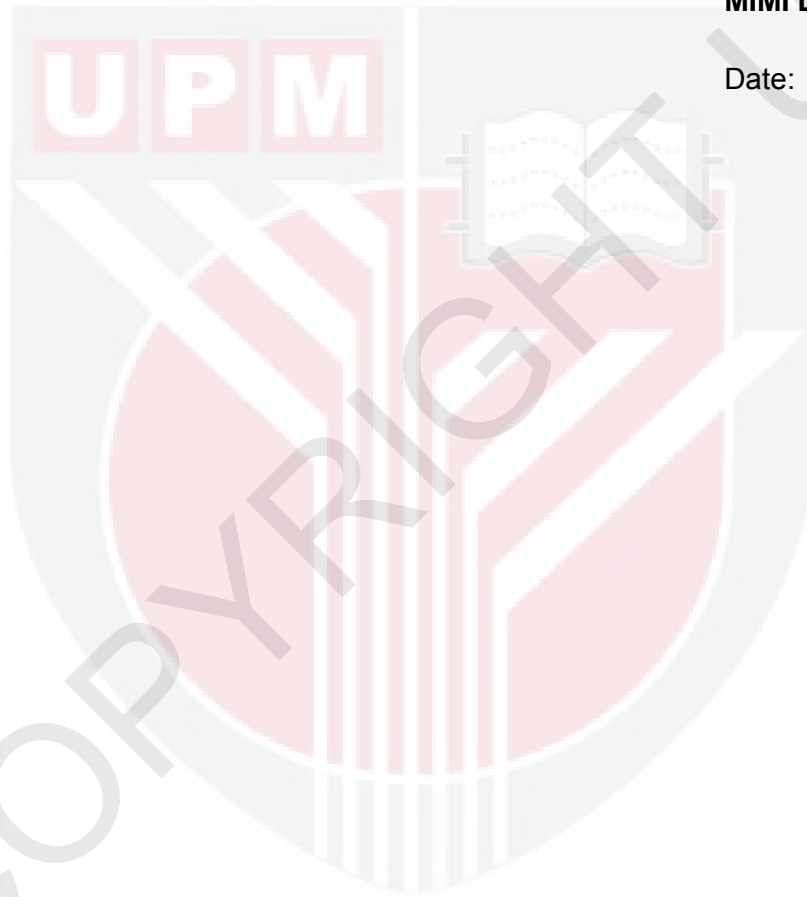


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