



THE FACTORS THAT INFLUENCE LIQUEFIED PETROLEUM GAS (LPG) SALES PERFORMANCE

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‘DECLARATION OF ORIGINAL WORK’

I am, SYARIFAH NURUL AIN BINTI SYED IBRAHIM, (I/C Number: 890426-11-5110)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

ACKNOWLEDGEMENT

“In the name of Allah SWT, the Merciful and Beneficent”

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TABLE OF CONTENT	
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
ABSTRACT	vii
CHAPTER 1 : INTRODUCTION	
1.0 Overview of the study	1
1.1 Background of the Study	2
1.2 Background of PETRONAS Dagangan Berhad (PDB)	4
1.3 The Problem Statement	6
1.4 The Research Areas	7
1.5 The Objective of the Study	7
1.6 Research Hypothesis	7
1.7 The Scope of Study	8
1.8 Significance of Study	9
1.9 Limitation of Study	10
1.10 Conceptual Framework of the Study	11
CHAPTER 2 : LITERATURE REVIEW	
2.0 Overview	13
2.1 Malaysian Economy	13
2.2 Gross National Income (GNI)	14
2.3 Advertisement Value	15
2.4 Industrial Production Index (IPI)	17

ABSTRACT

The availability of LPG as the multi-purpose fuel presents significant opportunities for extending energy services into the community and for generating value-added commercial and industrial applications. The developments of this energy sources can improve the economy besides the communities. As a multinational company who is generates and supplies the oil and gas sources, PETRONAS Dagangan Berhad (PDB) which is partly owned by the Petroleum Nasional (PETRONAS) played the roles in managing the oil and gas industry. This is done by getting information at PETRONAS Dagangan Berhad (PDB) itself by using secondary data that are related with the sales of LPG. The study covered the data from 2002 until 2010. The purpose of this study is to observe whether the gross national income (GNI), industrial production index (IPI) and the advertisement values can give impact to the LPG's sales performance at the PDB's Eastern Regional Office. Regarding the finding of the study, it shows that only two independent variables that have significant values which influenced the sales performance of liquefied petroleum gas. This study used the secondary data which obtained from PETRONAS Dagangan Berhad Eastern Regional Office as for the research methodology. Otherwise, the study used the Statistical Procedure of Social System to transform the data into the output to be analyzed. To conclude, the study found that the sales performance of LPG can be influenced by the industrial production index and the advertisement values.