

THE EFFECTIVENESS OF ENRICH PROMOTIONAL
ACTIVITIES IN CREATING CUSTOMER LOYALTY
BY MALAYSIA AIRLINES.

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Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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2006

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
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“DECLARATION OF ORIGINAL WORK”

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- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.
- 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: Norfiza

Date: 5/December/06

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ABSTRACT

The Airline' Loyalty Programme, Enrich, has been reviewed with product enhancements of marketing and promotional activities to increase membership numbers and enhanced loyalty towards Malaysian Airline. Enrich Programme targeted 1.5 million of customers enrolled with their programme and had done lots of promotional activities to enhance customers awareness. However, Enrich programme do not achieved the target of 1.5 million membership. There are many drawbacks such as lack of personal selling performance, sales promotion activities, inadequate advertising and direct marketing that can be overcome to attract customer to this program. The objective of this study are to identify the most effective promotional activities, to determine customer loyalty status, and to develop the relationship between enrich promotional activities and customer loyalty. The methodology used for this study are secondary data such as from MAS annual report, MAS bulletin and others as well as from primary data such customer survey, personal interview and questionnaires. The data is analyzed using SPSS. From the study, it is found that the most effective ways in promotional activities are personal selling, followed by advertising, direct marketing and the least effective is sales promotion. The studies also showed that customer loyalty status of respondent preferred to use Malaysia Airline to collect airmiles that can be redeem for free tickets and other benefits. The study also indicate that in term of personal selling, even though this is the most effective in promotional activities, the correlation shows negative relationship between personal selling and customer loyalty. The rest of relationship is positive correlation. In summary this study is beneficial in helping to promote Enrich programme.