

- iii. Product price, product quality, product variety, good customer service are the determinants for PETRONAS employees to patronize Kedai MESRA.

Based on the input from the primary data, there is opportunity for Kedai MESRA to improve the PETRONAS retail income through appropriate initiatives. The findings suggests that MESRA loyal program should be aggressively promoted among PETRONAS staff to attract the remaining 46 percent staff who are yet to register with staff plan, special promotion should be made for staff and be communicated effectively, product varieties should be customized based on locations, and more Kedai MESRA should be established at PETRONAS service stations that currently do not have the outlet and other strategic locations.