



**IDENTIFYING THE LEVEL OF CUSTOMER SATISFACTION
AND LOYALTY TOWARDS HABIB
(A STUDY AT HABIB AMPANG POINT SHOWROOM 2003/2004)**

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MALACCA**

APRIL 2005

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Submitted in Partial Fulfillment of the
Requirement for the Bachelor of Business
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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

APRIL 2005

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
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MALACCA

I, Hairul Fadzlee Hisham bin Hasan, I/C Number, 820712-01-5897, hereby, declare:

- 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: 

Date: 9 APRIL 2005

LETTER OF TRANSMITTAL

Hairul Fadzlee Hisham bin Hasan
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9th April 2005

Prof. Madya Zaihan binti Abdul Latip
Faculty of Business Management
MARA University of Technology
78000 Alor Gajah
Malacca

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

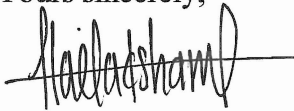
The above matter is referred.

Enclosed herewith is my final project paper titled **“Identifying The Level Of Customer Satisfaction And Loyalty Towards Habib (A Study At Habib Ampang Point Showroom 2003/2004)”** for your kind perusal.

I hope this project paper will fulfill the requirement of the Faculty of Business Management, MARA University of Technology.

Thank you.

Yours sincerely,



HAIRUL FADZLEE HISHAM BIN HASAN
(2003635833)
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

ABSTRACT

HABIB is today a major retailer and distributor of products ranging from finely crafted diamonds and gold bullion jewellery watches to creative gold jewellery reflecting Malaysia's rich cultural heritage. It has been an evolution fired by an aspiration to offer Malaysians the finest jewellery at competitive prices. Half a century later, this same aspiration still underlines the HABIB tradition of skill for manufacturing and retailing uniquely designed, finely crafted and avant-garde style jewellery. HABIB created stunning jewellery that embodied traditional artistry and avant-garde thinking, continuity and invention. Today, jewellery manufacturing has emerged as HABIB's primary forte, contributing to its growing reputation as a trailblazer in the gem trade.

Therefore, the aim of this research is to identify the level of customer satisfaction and loyalty towards HABIB. This includes to identify the factors that attracts customers to purchase at HABIB, to identify the level of customer's satisfaction towards HABIB's marketing mix strategies (customer service, product, price, promotion and place), to examine the relationship between HABIB's marketing mix strategies satisfaction and loyalty and to examine the relationship between customer's satisfaction and loyalty towards HABIB.

From the findings, the conclusion can be made is customers are satisfied and loyal towards HABIB.