



**FACTORS AFFECTING CUSTOMER LOYALTY
TOWARDS ONLINE GAMES**

MUHAMMAD FADHIL BIN MOKTAR

2015141167

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JULY 2018

**FACTORS AFFECTING CUSTOMER LOYALTY
TOWARDS ONLINE GAMES**

MUHAMMAD FADHIL BIN MOKTAR

2015141167

**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Muhammad Fadhil Bin Moktar, (I/C Number :950912-14-6969)

Hereby, declare that:

- This work has not previously been accepted in substance for any 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: _____

LETTER OF SUBMISSION

JULY 2018

The Head of Program,
Bachelor of Business Administration with Honours (Marketing),
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500 Melaka.

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Hereby, I am the students of BM240 6B will submit our final report of MKT 669 project paper entitled “**FACTORS AFFECTING CUSTOMER LOYALTY TOWARDS ONLINE GAMES**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Yours faithfully,

(MUHAMMAD FADHIL BIN MOKTAR)

2015141167

Bachelor of Business Administration with Honours (Marketing)

ABSTRACT

The significance attempt in this study is to examine the factors affecting customer loyalty towards online games. This study explores the relationship between five factors which consist of entertainment, sociality, challenge, control, and interactivity that could influence factor of customer loyalty towards online games. This study also tries to figure out what are the most factor that influencing factor of customer loyalty towards online games among students. Therefore, the entertainment gives the greatest impact on customer loyalty towards online game

In order to perform the statistical analysis, Statistical Packages for the Social Science (SPSS) version 21.0 was used. By using the SPSS, the researcher could identify and test the reliability of the questions given, the descriptive statistics, and the relationship between each variable.

The respondents for this study were 100 citizens of Melaka which focusing on students. Besides that, in this study, 100 sets of questionnaires had been distributed. All respondents will be responding from questionnaires given in order to get result on the factors affecting customer loyalty towards online games.

This study was using descriptive research to collect the information that related in the factors affecting customer loyalty towards online games. Therefore, in this study, there are two ways in gathering data which included primary and secondary data.