



**“FACTORS IN DETERMINING STORE LOYALTY
AMONG CONSUMERS IN MALACCA CITY”**

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

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS**

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DECLARATION OF ORIGINAL WORK



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

I, Gloria Ann anak Anin, (I/C Number: 911018136166)

Hereby, declare that:

- 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 degrees.
- This project-paper is the result of our 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

The Head of Program
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Factors in Determining Store Loyalty among Consumers in Malacca City” to fulfil the requirement as needed by the Faculty of Business Management, University Technology of MARA.

Thank you.

Yours sincerely,

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ABSTRACT

This study is conducted as a partial fulfilment of the coursework of Industrial Training Project Paper (MKT 669). The title of this study is “Factors in Determining Store Loyalty among Consumers in Malacca City”. The main objectives of this study are to assess the current level of customer’s loyalty toward the stores in Malacca City, to identify the most influential factor that influencing the store’s loyalty among consumers and to find out the significant relationship between store loyalty and service quality, sales promotion, store image, and physical evidence. This study was conducted around Malacca City district covers on the supermarket and hypermarket products. Through this study, it will provide retailers with useful information about Malacca City customers store loyalty determinants. Study results should be useful for retailers in Malaysia generally and especially Malacca City grocery market when developing marketing strategies, when considering how retailer’s best can position their stores and which store loyalty determinants marketer needs to improve, in order to maintain customer loyalty.

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