



“FACTORS INFLUENCE BRAND LOYALTY TOWARDS POWER FICOS COMPANY”

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“DECLARATION OF ORIGINAL WORK”

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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 my on dependent 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.

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LETTER OF SUBMISSION

JULY 2013

The Head of Program
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Dear Madam / Sir

SUBMISSION OF PROJECT PAPER

Attached is the project title “**FACTORS INFLUENCE BRAND LOYALTY TOWARDS POWER FICOS COMPANY**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

The aim of this paper is to examine the Factors Influence of Brand Loyalty on Power Ficos Company. There are five factors are examined by the researcher. The factors are product quality, price, promotion, service quality and design. There are 135 questionnaires has been distributed in area of Duyong, Melaka. From the recent research, three out of five of independent have significant to the factors influence brand loyalty on Power Ficos Technologies Company. The variables are design, service quality and price.

The main objective of the study are to identify the level of brand loyalty towards Power Ficos Company, to determine the relationship between the factors influence and brand loyalty towards Power Ficos Company, to determine the factor that mostly contributes brand loyalty towards Power Ficos Company and to provide suggestion and recommendation to improving the brand loyalty towards Power Ficos Company.

Keywords: brand loyalty, product quality, service quality, price, promotion/ advertisement, design.