

INDUSTRIAL TRAINING REPORT

AT

**THE NIELSEN COMPANY (MALAYSIA),
LOT 126 FLOOR 1,
JALAN HAMZAH,
15050 KOTA BHARU,
KELANTAN.**

BY

NUR ILANIE BINTI ILIAS

(2012499306)

REPORT

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**GENERATION Y AND CHOICE OF MOBILE SERVICE PROVIDER:
A STUDY ON THEIR PREFERENCE IN CHOOSING A MOBILE SERVICE
PROVIDER AT KELANTAN**

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ABSTRACT

A study was conducted to identify the factors related to preference in choosing mobile service providers among the young generations' consumers at Kelantan. A total of 126 young generations' consumers in Kelantan who use mobile service provider were involved in the study. The significant findings include: (1) Percentage age of young generation's consumers under the study 63% between 15 years old and 34 years old; (2) There were significant difference between consumers satisfaction with brand reputation, network experience, price/tariff plan, experience with customer service and loyalty reward. However only loyalty reward significantly influence with consumer loyalty; (3) Based on multiple regression model , the researcher may highlight the attribute of brand reputation, network experience, price/tariff plan, experience with customer service and loyalty reward as the factors that affecting the young generation will be satisfy' user since there has significant relationship with consumer satisfaction.

Key words: preference; service provider; young generation

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