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UNIVERSITI
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MARA

**THE DETERMINANTS OF CUSTOMER TRUST IN
BUYER-SUPPLIER RELATIONSHIP
IN COSMETIC SECTOR**

CAROLINE CHRIST HONEY BINTI REJIN

2016522973

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA KINABALU, SABAH

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ABSTRACT

Previous study have been conducted by researcher in India about the Trust from economic sociology and social psychology with representative of buyer-supplier relationship between traders and their customer which mean the relationship is business-to-customer relationship context. Commitment-Trust Theory of relationship marketing by Morgan Hunt (1994) have been used in previous study by researcher to know the dimensions of relationship marketing in banking sector. Hence, this study sought to identify the determinants of trust in buyer-supplier relationship context in cosmetic sector.

In this study, 43 clients of Norcy Beautylab Sdn Bhd were used as the respondents or research subjects. Besides, Questionnaires was used as research instrument and used SPSS to create data file and analyses the data for research findings.

This study showed that only one independent variable adapted from Commitment-Trust Theory of Marketing relationship that are significant with dependent variable. It is necessary for supplier to enhance their relationship with buyers. Finally, the further research can be done by use another independent variables such as security, privacy, quality, and location.