FACTORS AFFECT CUSTOMER LOYALTY TOWARDS TELECOMMUNICATION AMONG STUDENTS IN FACULTY OF BUSINESS MANAGEMENT

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DECLARATION OF ORIGINAL WORK

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I, Muhammad Farhan Bin Mohd Sharip.

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 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.

ACKNOWLEGEMENT

Bismillahirrahmanirrahim,

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When I have completed collected all the data needed, I realized, it really took lot of determination in term of money and time, but it is worth to see the result after what I have been through, struggling for 4 months to complete this research. Hoping that may be helpful for people to use it as reference in future generations. Undeniably, there is lot of obstacles to complete this research such as the data are not reliable after using SPSS. In addition, I am able to identify whether the factor really affects the dependent variable or not. I am not going to forget this moment where I really took my courage and perseverance to complete this challenging assignment. I am hoping that this research really might be handful for the next generation because I really devoted to complete this assignment. To wrap things up, an abundance of thanks goes to my family and friend for supporting me to get through all these because they knew that I can get through this.

ABSTRACT

This research purposely to investigate which variables that affects the customer loyalty towards telecommunication. In addition, this research also wants to determine the relationship of those variables: trust, service quality and perceived price towards customer loyalty. A survey of 85 respondents was conducted in UITM Melaka CIty Campus. Pearson correlation and multiple regressions were used to test the hypothesis and research question and it is likely that past study as discovered that those independent variables have strong impact towards customer loyalty in telecommunication. Based on past study, it has been proven that having a better understanding of those variables will leads to have a better marketing strategies and performances for telecommunication company. Theoretical contribution of this study is an extension of knowledge of factors affects customer loyalty.

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