



FACTOR AFFECTING BRAND TRUST TOWARDS
SAMSUNG SMARTPHONE PRODUCT
IN KOTA KINABALU AREA

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JUNE 2019

ACKNOWLEDGEMENT

I cannot express my thanks enough to my advisor, Dr Imelda Albert Gisip, My second examiner, Madam Faridah Binti Mohd Shah and also my industrial training coordinator, Madam June Jodi. I offer my sincere appreciations for the learning opportunities provided by these individuals and also for their continuous support and encouragement.

My completions on this project might no been accomplished without the support of my friend especially Mohd Fadzrin bin Abdullah and Edithline Torido. I also wanted to thank my boss Mr Ronnie Yong and also the staff of Sabah Credit Keningau for their willingness to accept me as their internship trainee for 16 weeks and the knowledge that they gave to me during my practical time.

Last but not least, I want to thank my parents that have given me countless of times to help me in term of financial and moral support during my journey in Universiti Teknologi MARA (UiTM) Kota Kinabalu.

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ABSTRACT

Because of convenience and needs in this modern era electronic gadget industry especially smart phone have been growing in the past few year. One of the most trusted smart phone brand today is Samsung. Therefore, this research aimed to investigate the factors that affecting brand trust towards Samsung smart phone product in Kota Kinabalu area. There factors or independent variable have been chosen in this study are involvement, Satisfaction and Commitment. These three variable independent is the variable that can affected the dependent variable which is brand trust. The respondents that been selected were the respondent around Kota Kinabalu areas. This study used reliability analysis, Pearson correlation analysis, univariate data analysis and multiple regression analysis to analyze the hypothesis. The results suggested that factors that affecting brand trust towards the Samsung smart phone product in Kota Kinabalu areas are involvement and satisfaction. This also stressed that to keep the customer trust on Samsung product in Kota Kinabalu Samsung must keep their involvement in their customer needs and the same time satisfy their customer wants. The limitation in this study is this study were only conducted in certain areas in Kota Kinabalu and the respondents that participate in this study is only 225 respondent.