A STUDY ON FACTORS THAT INFLUENCING BRAND LOYALTY TOWARD SPORTSWEAR PRODUCT IN JOHOR

NURUL FARHANA BINTI HAMZARI
2014981371

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
(MELAKA) KAMPUS BANDARAYA

DECEMBER 2016

DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I, Nurul Farhana Binti Hamzari, (931123-01-6180).

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, expect where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ..... Date: .....

TABLE OF CONTENT

			Page
TITTLE PAGE			i
DECLARATION OF ORIGINAL WORK			ii
LETTER OF TRANSMITAL			iii
ACKNOWLEDGEMENT			iv
TABLE OF CONTENT			v-ix
LIST OF FIGURES			x
LIST OF TABLES			xi-xii
ABSTRACT			xiii
CHAPTER 1	**INTRODUCTION**		
	1.0	Introduction	1-2
	1.1	Problem Statement	3-5
	1.2	Research Questions	6
	1.3	Research Objectives	6
	1.4	Significant of Study	
		1.4.1 to the researchers	6
		1.4.2 to University Technology MARA (UiTM)	6-7
		1.4.3 to the industry	7
	1.5	Scope of Study	7
	1.6	Limitation of Study	
		1.6.1 Lack of experience	7-8
		1.6.2 Population and respondent	8
		1.6.3 Time constraint	8

1.6.4 Cooperation from respondent 8

1.7 Definition of Terms

1.7.1 Brand 8

1.7 .2 Brand Loyalty 9

1.7.3 Brand names 9

1.7.4 Product quality 9

1.7.5 Price 9

1.7.6 Style 9

1.7.7 Promotion 9

1.7.8 Service quality 9

1.7.9 Store environment 9

CHAPTER 2 LITERATURE REVIEW

2.0 Introduction 10

2.1 Brand Loyalty 10-11

2.2 Factor Influencing Brand Loyalty

2.2.1 Brand Names 11-12

2.2.2 Product Quality 12-13

2.2.3 Price 13

2.2.4 Style 13-14

2.2.5 Promotion 14

2.2.6 Service Quality 15

2.2.7 Store Environment 15-16

2.3 Theoretical Framework 16

2.4 Hypothesis

2.4.1 Brand name and brand loyalty 17

ABSTRACT

The purpose of the study is to determine the relationship between seven independent variables which is brand names, product quality, price, style, promotion, service quality and store environment with the dependent variable is a brand loyalty. The research was carried out by using the 5 point Likert Scale Measurement in gathering the data. Quantitative approach methods were applied in this survey for citizens in Kulai, Johor. Questionnaire were using as a research instruments. 380 of respondents in Kulai, Johor were selected as a sample size for this study in order to answer the distributed questionnaires. SPSS software version 2.0 was used to analyze the data.

There are some analysis are included which is Frequency analysis (Demographic Analysis), Reliability Analysis, Descriptive Analysis, Pearson Correlation Analysis and Multiple Regression Analysis. The finding of the study shows that there are strong positive significant relationships of product quality with the brand loyalty on the sportswear product in Johor.