

THE INFLUENCE OF ONLINE BRAND COMMUNITY CHARACTERISTICS IN  
FACEBOOK ON BRAND LOYALTY

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The Requirement For The  
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FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA

JANUARY 2018

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, NURSAIDA ALINA BINTI MOHAMMAD SAIRI, (I/C Number: 950504-05-5574)

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 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.

Signature: \_\_\_\_\_

Date: 9<sup>th</sup> January 2018

## LETTER OF SUBMISSION

JANUARY 2018

The Head of Program,

Bachelor of Business Administration (Hons) Marketing,

Faculty of Business Management,

Universiti Teknologi MARA,

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

73500 Melaka.

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“THE INFLUENCE OF ONLINE BRAND COMMUNITY CHARACTERISTICS IN FACEBOOK ON BRAND LOYALTY”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Your Sincerely,

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NURSAIDA ALINA BINTI MOHAMMAD SAIRI

2015180397

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING

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## **ABSTRACT**

Extreme competition in the business environment forces firms to look for the best tactic to attract and create brand loyalty. Online brand community is a strategy used by many firms to maintain brand loyalty. Good implementation of online brand community characteristics strategies will result in quality built between host of the community members, participants as well as customers and firms. The main study of this research is to investigate the impact of online brand community characteristics in Facebook on brand loyalty. Brand loyalty being a dependent variables in this research and measured by four independent variables which is system quality, rewards, information quality and virtual interactivity. A review of literature was conducted to find out the brand loyalty on online brand community in Facebook. The literature review confirms this relationship. This research is based on 132 respondents which collect in Jalan Hang Tuah, Bandaraya Melaka. Sampling method used in this study is convenience sampling. The data was analysed using correlation coefficient and regression by using SPSS software. The findings claims that are positive relationship between these online brand community characteristics and brand loyalty. Thus, the findings shows that only virtual interactivity has the strongest impact on brand loyalty.