

**FACTORS INFLUENCING CUSTOMER  
LOYALTY TOWARDS MILO PRODUCTS**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

**2008**

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

### “DECLARATION OF ORIGINAL WORK”

I, Ena Suhaila Binti Abas, (I/C Number: 860119-43-5504)

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.

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

A handwritten signature in dark ink, appearing to read 'Ena Suhaila Binti Abas', is written over a horizontal line.

Date: \_\_\_\_\_

29.04.2008

## **LETTER OF SUBMISSION**

28<sup>th</sup> April 2008

The Head of Program  
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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper entitled "FACTORS INFLUENCING CUSTOMER LOYALTY TOWARDS MILO PRODUCTS" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

(ENA SUHAILA BINTI ABAS)  
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## **ABSTRACT**

The cost of selling to new customers is higher than the cost of selling to existing customers. Therefore, it is important for the company to foster customer loyalty in order to create long-term relationship and repurchasing decisions. In this study, customer loyalty towards MILO products becomes a major topic to be discussed. Factors such as product quality, corporate image, trust and customer switching cost have been identified in order to investigate whether or not these factors have significant relationship with customer loyalty. Later to determine the level of customer loyalty and the most influence factors towards MILO products.

The survey is conducted at Tesco Klang, Giant Klang, Jusco Bukit Tinggi Klang and One Utama Shopping Center in Petaling Jaya. The sample size for this study is 80 customers who are using MILO products. Data obtained using primary data. Respondents are required to answer the questionnaires that include the statements regarding factors influencing customer loyalty towards MILO products. Once the necessary data has been collected, the data will be analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 12.0 has been used to summarize the data. The results are in the form of reliability testing, frequency, cross tabulation and multiple regressions.