

**A STUDY ON FACTORS CONTRIBUTED TOWARDS
REPEAT PURCHASE BEHAVIOR**

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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
MELAKA**

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, Nurasyikin Binti Shaari, (I/C Number :831028-14-6288)

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 black ink, appearing to read 'Nurasyikin Binti Shaari', written over a horizontal line. The signature is stylized and includes a vertical line extending upwards from the start.

Date: _____

18/4/2009

LETTER OF SUBMISSION

18th APRIL 2009

The Head of Program
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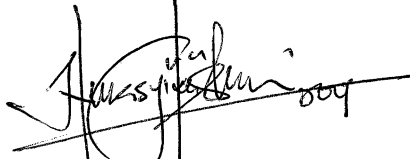
Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A STUDY ON FACTORS CONTRIBUTED TOWARDS REPEAT PURCHASE BEHAVIOR" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Nurasyikin Binti Shaari', with a horizontal line extending to the right.

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ABSTRACT

The decision by customers to re-purchase from the same service provider depends on their past experiences. Customers' repurchase intent depends on the value obtained in their previous transactions such as appropriate performance criteria (benefits), competition, and cost considerations. Future purchase intentions also have a relationship with customer satisfaction overall, customers evaluate future purchase intentions based on the value obtained from previous episodes/contacts, with relationship benefits being a proxy for expectations of future benefits. The main purpose to identify the factors influencing customer to make repeat purchase behaviors, to identify relationship between attribute and repeat purchase behavior, to identify relationship between benefits and repeat purchase behavior, to identify relationship between motivational value and repeat purchase behavior, and to identify relationship between brand loyalty and repeat purchase behavior. This research is conducted by using random sampling. The sampling size would be 38 respondents and all of the questions had been answered. It has been taken conveniently at Dignity (M) Sdn. Bhd., Peringgit, Malacca. As a conclusion on this research all objectives have successfully been made. Another, some recommendation has been suggested in order to enhance and improve organization performance regarding to repeat purchased behavior.