FACTORS AFFECTING CUSTOMERS LOYALTY TOWARDS FAST FOOD

RESTAURANT IN SUBANG JAYA

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(INTERNATIONAL BUSINESS)
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JUNE 2019

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DECLARATION OF ORIGINAL WORK

I, SHAHRIL ANUAR BIN JAMAR, (950113-14-5687), STUDENT ID: (2016734357)

Hereby, declare that,

- This work has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.

- This project is the result of my independent work and investigation, except where otherwise stated.

- All verbatim extracts have been distinguished by quotation mark and sources of my information have been specifically acknowledged.

Signature:…………….. 　　　　　 Date:……………….

(Shahril Anuar bin Jamar)

LETTER OF SUBMISSION

JUNE 2019

The head of program

Bachelor In Business Administration (Hons) International Business

Faculty of business management

Bandaraya Melaka

Melaka

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project title "FACTORS AFFECTING CUSTOMERS LOYALTY TOWARDS FAST FOOD RESTAURANT IN SUBANG JAYA" to fulfill the requirement as needed by the faculty of business management, Universiti Teknologi Mara (UiTM)

I hope this report will fulfill the requirement of Bachelor of Business Administration with Honors and also achieved the objective of this study.

THANK YOU,

YOURS SINCERELY,

………………………..

SHAHRIL ANUAR BIN JAMAR

(2016734357)

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ABSTRACT

This research objective is to examine the relationship between three hypothesis which is the relationship between service quality, food quality, price and ambience with customer loyalty towards fast food restaurant in Subang Jaya. For this purpose of study, the descriptive research was conducted. Convenience sampling has been utilised with 384 respondents as the sample size which 325 questionnaires were answered and collected from the respondents based on their consent and voluntary basis.

The result indicates that the hypothesis shows both results with a positive relationship and negative relationship. For independent variables (price and ambience) shows positive relationship with the dependent variable (customer loyalty) while another two independent varibles (service quality and food quality) shows negative relationship with dependent variable (customer loyalty). All results and analysis has been evaluated by using SPSS (Statistical Package for Social Science during research been conducted.