



**THE EFFECTIVENESS OF LOYALTY CARD TOWARD CUSTOMERS  
LOYALTY.**

**A CASE STUDY: AEON BANDARAYA MELAKA**

SITI NUR AMALINA BINTI MOHD ZAYADI	2013644416
NUR ARYANNI BINTI MOHD FAUZY YEO	2013847724

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

JULY 2015

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSNIESS ADMINISTRATION

WITH HONOURS (HONS) (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

We, \_\_\_\_\_, (I/C Number: \_\_\_\_\_)  
\_\_\_\_\_, (I/C Number: \_\_\_\_\_)

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.
- The 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: \_\_\_\_\_

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

## LETTER OF SUBMISSION

JULY 2015

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 Mrs,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“THE EFFECTIVENESS OF LOYALTY CARD TOWARD CUSTOMERS LOYALTY IN AEON BANDARAYA MELAKA”** to fulfill the requirement needed by the

Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....

SITI NUR AMALINA BINTI MOHD ZAYADI

.....

NUR ARYANNI BINTI MOHD FAUZY YEO

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## **ABSTRACT**

This paper is to examine the effectiveness of loyalty card toward customer loyalty in AEON Bandaraya Melaka. Besides, there is specific study about the effectiveness of loyalty card toward customer loyalty in AEON Bandaraya Melaka where mostly previous study is about the general effectiveness of loyalty card toward customer loyalty. Thus, the theoretical framework was done from the previous journal. With a convenience sampling method used in this research, about 108 questionnaire distributed to the customers before the result have revealed relationship and significant of conceptual framework of this topic.

Particularly, the four conceptual factors which are trust, satisfaction, attitude, commitment and loyalty card has been analyzed. Then, the result of the study would indicate the effectiveness of loyalty card toward customer loyalty in AEON Bandaraya Melaka.

**Keywords:** customer loyalty, the effectiveness of loyalty card