UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

Study on Drivers Of Customer Loyalty In A Retail Store Industry :

A Case Study of Parkson Kota Bharu Trade Centre

WAN NURUL IZAH BT WAN ZAINUDDIN

(2009187715)

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS AND MANAGEMENT UNIVERSITI TEKNOLOGI MARA,

KELANTAN

JANUARY 2012

LETTER OF TRANSMITTAL

Wan Nurul Izah Bt Wan Zainuddin
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA Kelantan
Kampus Kota Bharu
15050 Kota Bharu
Kelantan

January 6, 2012

Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA Kampus Kota
15050 Kota Bharu
Kelantan

Dear Sir/Madam,

SUBMISSION OF INDUSTRIAL TRAINING REPORT (MKT 662)

Attached is the copy of Industrial Training Report (MKT662) entitled **"DRIVERS OF CUSTOMER LOYALTY TOWARDS RETAIL STORE INDUSTRY"** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Faithfully,

WAN NURUL IZAH BT WAN ZAINUDDIN
2009187715
Bachelor of Business Administration (Hons) Marketing
UiTM City Campus, Kelantan

ii

ACKNOWLEDGEMENT

"In the name of Allah, The most Gracional and Selawat and Salam to His Messenger our Prophet Muhammad SAW."

Alhamdullillah, with the most grateful, I have completed this project paper. With His Blessing, I received support and encouragement from many individual and organization which I express my gratitude.

Foremost, I would like to express my warmest thanks to my first advisor, Prof Madya Yasmin Hassan, for her care and commitment. Her professional support and advices through our discussions, her comments and suggestions make it possible for me to complete this research. I am grateful to Prof Madya Yasmin Hassan, for giving me unforgettable experience in academic years. My thanks and gratitude also goes to my second examiner, Miss Nooradzlina Mohd Pauzi for her help and comments in making it possible for me to have a good research.

I would like also to express my high appreciation to Parkson Kota Bharu especially to my supervisor, Miss Siti Fairuz@ Aminah for granting permission for me to undergo my research. Also a thousand thank to other staff at Parkson Kota Bharu, which gave me closes cooperation, information and assisting me in completing my practical training.

A deepest love and appreciation is also dedicated to my family especially to my mother who always give support and sparkling inspiration to me in finishing my study. Last but not least, my special thanks go to my friends for constructive opinion and help in preparation and completion of this project .Thank You.

iii

TABLE OF CONTENT

Contents

CHAPTER 1: INTRODUCTION

CHAPTER 2: LITERATURE REVIEW

ABSTRACT

The purpose of this study is to identify the factors that contribute to customer loyalty in retail store. The factors can be divided into three. Three factors were identified based on the previous study done by Clottey, T.A, Colier,D.A and Stodnick.M (2008). They are product quality, service quality and brand image. In this study, the researcher sets several objectives to be achieved in carrying out this study. Several research questions were highlighted by the researcher as a guidance in completing this study. The researcher distributed questionnaire to 100 respondents in Parkson Kota Bharu Trade Centre. All the respondents who participated in this study are customers that be loyal to the Parkson regarding to the purpose of this research in answering the questionnaire. Reliability analysis regarding to the questionnaire was made in order to measure the reliability of each variable in the questionnaire. Several technique had been used to analyze the data. The researcher studied on the demographic which is profiles of the respondents. Second, the researcher made the frequency analysis on the demographic and general information about Parkson. Third, the mean analysis was made on all identified variable. Fourth, correlation analysis to examine the relationship between dependent variables and independent variables. Several recommendation are put forward for future research.