

UNIVERSITI
TEKNOLOGI
MARA

**THE EFFECT OF LOYALTY PROGRAMMES ON
CUSTOMERS RETENTION AMONG ALAMANDA
SHOPPING CENTRE SHOPPERS**

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**BACHELOR IN BUSINESS ADMINISTRATION (HONS)
MARKETING**

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UNIVERSITI TEKNOLOGI MARA JOHOR**

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LETTER OF TRANSMITTAL

28 JUNE 2018

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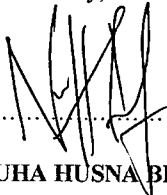
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title **‘THE EFFECT OF LOYALTY PROGRAMMES ON CUSTOMERS RETENTION AMONG ALAMANDA SHOPPING CENTRE SHOPPERS’** to fulfil requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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2015229936



BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

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"DECLARATION OF ORIGINAL WORK"

I, Nasuha Husna Binti Ahmad Zubir (NRIC: 960820085766)

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:

Date: 28th June 2018

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ABSTRACT

The study aims to determine which of the loyalty programmes that give effects to customer retention. Recently, the customer retention problem has become one of the most important issues in order to sustain longer in the industry. Businesses have started to discover that customers is the biggest assets in their their sales and revenues. The independent variables in point systems, smart cards, gift vouchers and discounts this study consist. Furthermore, a survey using the questionnaire of 153 respondents was conducted among the Alamanda Shopping Centre shoppers. From the findings, the researcher concluded that there is significant relationship between smart cards and gift vouchers with customer retention. However, point systems and gift voucher have no significant relationship with customer retention. Due to time constraint and limitation of respondents, the researcher also recommend the future researcher to make a deep study and wider scope of study.