



**FACTORS THAT INFLUENCE CUSTOMER LOYALTY OF ASTRO SDN BHD
PAY-TV SERVICES**

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
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
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factors that influence customer loyalty of Astro Malaysia Holdings Bhd Pay-TV services" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.
Yours sincerely



Nurul Hanan Bt Mohd Mokhtar

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ABSTRACT

For the past years, the Pay-TV industry are experiencing high rate of growth in terms of their number of subscribers and profitability. Therefore, this demands for the service provider to provide a better service quality in order to sustain in the business. Besides that, the increase demands in the Pay-TV industry has led the service operators to become very competitive in order to retain the customer loyalty. Customer loyalty is a very important issue for all marketing managers especially in the service industries. The advancement of technology has been given a lot of pressure to all the service providers as they need to provide continuous service improvement in order to ensure customer satisfaction and brand loyalty. The main idea of this research is to study factors that influence customer loyalty of Astro Malaysia Holdings Bhd Pay-TV services. The number of respondent in this study is 100 respondents and in which this questionnaire will be used to obtain data. The dependent variable and independent variable are customer loyalty, price, content quality, responsiveness, reliability, and convenience respectively. The method use to run this data are Pearson Correlation Coefficient, Regression Analysis and Reliability Analysis. This data was obtained by distributing questionnaire in Petaling Jaya District and Puchong District. The data collected was analysed by using Statistical Package for Social Sciences (SPSS) program. From this research, the results indicate that among the five independent variables, only three variables are significant towards dependent variable which are price, content quality and convenience. As such, between these three variables, price has resulted in to have the highest relationship with dependent variable and also it is the main factor that influence customer loyalty of Astro Malaysia Holdings Bhd Pay-TV services.

Keywords: Customer Loyalty, Pay-TV industry, Competitive