



**THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION
AND CUSTOMER LOYALTY**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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- 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.

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TABLE OF CONTENT

	PAGES
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF FIGURES	x
LIST OF TABLES	xi
LIST OF ABBREVIATIONS	xii
ABSTRACT	xiii

CHAPTER 1 INTRODUCTION	PAGES
1.0 Introduction	1
1.1 Background of study	1
1.2 Background of company	2
1.2.1 Emzi Reka Vision	3
1.2.2 Emzi Reka Mission	3
1.3 Problem Statement	3
1.4 Research Objective	5
1.5 Research Question	5
1.6 Significance of the study	6
1.6.1 To the employees	6
1.6.2 To the organization	6

ABSTRACT

Emzi Reka is one of the companies that sales product like corporate shirt, t-shirt, souvenirs, and others. Emzi Reka also own by the four Malay men who are graduated from Universiti Teknologi Mara and Universiti Malaysia Terengganu. In order to sustain longer in business field, Emzi Reka have to face the decreasing of customers or decreasing of sales month to month. Therefore the purpose of this study was to determine the relationship between customer satisfaction and customer loyalty. In addition the researcher wants to prove that the satisfaction of customer could make the customer loyal to the product which is in Emzi Reka. The population size of this study consisted of 138 respondents with using sampling method which is the total number of customers from February 2014 until May 2014 is about 210. This results show that there is positive relationship between price of the product and customer loyalty and negative relationship between the quality of the product and customer loyalty.