



**DETERMINANTS OF LOYALTY ON MOBILE  
TELECOMMUNICATION NETWORK AMONG STUDENTS OF UITM  
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## **ABSTRACT**

The purposed of the study to identify the factor of customer loyalty towards mobile telecommunication network and alongside the associations with customer satisfaction and customer loyalty. This research included the factors which is service quality, price perception, convenience, valued offered, trust and satisfaction.

The data set by gathered the questionnaire that designed and used random sampling method. A sample 320 was collected from UiTM Samarahan which distributed to campus 1 and campus 2 equally. The finding revealed that there is relationship between satisfaction and customer loyalty. Apart from that, satisfaction is the major factor that can lead to customer loyalty towards mobile telecommunications network.

The study are limited by the area and location and the commitment with the respondents. There is also limit to obtain the secondary data and questionnaire. This study is important for marketers to understand the customer loyalty towards mobile telecommunication network. This study also can help the manager to improve their services.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

In this chapter, it will discuss on the background the study of the thesis. In background of study it will explained about what are thesis all about and explained a bit factors that lead to the loyalty towards mobile telecommunication network. In this chapter also, it included the objectives to be achieve that able to answering the questions for this research. In other hand, in this chapter it explained the problem that come out that related to the topic above. The scope of study also will be explain in this chapter to whom the research will focus on.

### 1.2 Background of Study

The electronic transmission of information over distances, called telecommunications it has become virtually inseparable from computers. Computers and telecommunications create value together. The telecommunications are the means of electronic transmission of information over distances. The information may be in the form of voice telephone calls, text, image, or video. Today, telecommunications are used to organize more or less remote computer systems into telecommunication network. These networks themselves are run by computers. The telecommunications networks is arrangement of computing and telecommunications resources for communication of information between distant locations.

Mobile telecommunications network services are increasingly becoming a commodity (Radosavljevik, Putten, & Larsen, 2011). The provision of telephony services was