



**FACTORS THAT CONTRIBUTE IN ENHANCING  
BRAND LOYALTY AT NAZA HOTEL MELAKA**

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## **ABSTRACT**

Upon the completion of the study, the researcher had identified four factors or variables that are factors contribute enhancing brand loyalty at NAZA HOTEL MELAKA. This study is all about how the researcher would know what are factors that may contribute to enhancing the brand loyalty.

In chapter two, the researcher has elaborated that all the literature review is based on the dependent and independent variables. The dependent variable is the brand loyalty in NAZA HOTEL MELAKA; while, the independent variables are hotel image, pricing, customer satisfaction and innovation. The information on literature review was obtained from book references, journals and so on. On research methodology section, the researcher has used primary and secondary data as a collection method. For primary data, the technique used is questionnaire distribution.

The researcher has used the Statistically Package for Social Sciences (SPSS 16.0) in order to analyze the data that have been collected. The questionnaires were distributed to the respondents who are having seminars and promptly returned the questionnaires.

In chapter four that is finding and analysis section, data is analyzed by using reliability, frequency distribution, and correlation. In this research, the hypotheses were initially tested using the correlation coefficient to determine its significant level. Unfortunately, the results show that only three hypotheses out of four were significant to this study. This also indicates that the researcher had answered all the research

objectives that have been made in chapter one. It shows only factors such as hotel image, customers' satisfaction and innovation enhance the brand loyalty.

Based on the analysis from previous chapter, we can see that the factors enhance brand loyalty in NAZA HOTEL MELAKA was positively related with all those independent variables include hotel image, pricing, customer satisfaction and innovation itself. It shows that not all factors that contribute to the factors enhanced brand loyalty at NAZA HOTEL MELAKA were accepted among respondents.