

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY
STUDIES**



**FACTORS THAT INFLUENCE MALAYSIANS' LOYALTY
TOWARDS MOBILE INTERNET SERVICE PROVIDER (MISP)**

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AUGUST 2022

ABSTRACT

The purpose of the study was to examine the factors that influence Malaysian's loyalty towards Mobile Internet Service Providers (MISP). The study was carried between October 2021 until June 2022. This study employed the convenience sampling technique in collecting the data. This sampling technique is suitable as the selection of samples are easily accessible. The result of the study revealed three important findings. First, majority of the respondents were agreed that they have high loyalty towards their MISP. Second, there is significant relationship between the trust, customer satisfaction and switching cost towards Malaysian's loyalty towards MISP. Third, the factor that has the most influence on the Malaysian's loyalty towards MISP is the customer satisfaction. Therefore, this study suggests that MISP's company should focus more on ensuring the customers were satisfied with their services, so that they can keep their customers loyal towards their services.

Keywords: Malaysian's loyalty, trust, customer satisfaction, switching cost

ACKNOWLEDGEMENT

First and foremost, all praises and thanks to Allah, the Almighty for his showers of blessings throughout our research work to complete the research successfully. We would also extend our sincere thanks to all of the individual and organization for the kind support and help throughout or research.

We are highly indebted to all of our lecturers, especially our supervisor, Dr. Radduan Bin Yusof for his guidance and constant supervision as well as providing necessary information regarding the research and also his support in completing this research.

We would like to express our gratitude towards our parents and Universiti Teknologi Mara (UiTM) Cawangan Negeri Sembilan, Kampus Seremban 3 for their kind cooperation and encouragement which help us upon completing this research project.

Our thanks and appreciation also go to our classmates which always giving their honest opinion in developing the research project and all people that has willingly helped us with their abilities.

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