



**THE STUDY OF THE RELATIONSHIP BETWEEN LOYALTY  
CARD PROGRAMS TOWARDS THAT CONTRIBUTES TO  
CUSTOMER LOYALTY.**

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**JUNE 2016**

## ABSTRACT

Loyalty card projects are at present expanding its notoriety around the globe. The point of this examination is to distinguish the adequacy of unwavering card program towards client dedication. In addition, it likewise plans to demonstrate client demeanor, trust, responsibility and fulfillment has sway on client faithfulness towards store. There are 100 respondents. Individual information was investigated by distinct examination while speculations studies were tried by Pearson relationship test.

Examination results uncovered that all invalid speculations were effectively rejected and relationship between tried variables are critical. There is a critical worth between dependability card system and client's faithfulness. Test esteem between different variables, for example, between mentality, trust, responsibility and fulfillment with client's reliability are huge. Subsequently, clients who have dependability cards would impact their reliability towards the store. In this manner, reliability card system ought to be urged to build the client steadfastness level. Additionally, this study has reinforced the critical connections between client's demeanor, trust, fulfillment, duty and client's dedication. Notwithstanding, there are still a few respondents who don't bolster their most frequented retail establishments in spite of owning dedication card. At long last, scrutinize out stands the significance of steadfastness card project to add to client devotion.

For examination confinements, study was just done inside ASSAR Sdn Bhd Company. As an outcome, study couldn't be summed up generally to different areas or nations. Test has rejected all non-card holders with age beneath 18 years of age. In this way, test of this study could likewise be expand among non-individuals from steadfastness card system to accomplish a more precise and effective result. Taking everything into account, this study demonstrated that client steadfastness is extraordinarily influenced by dedication card program.

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## CHAPTER ONE

### 1.1 INTRODUCTION

### 1.2 BACKGROUND OF STUDY

Customer relationship model has been drilled from quite a while prior, which is mostly utilized as a part of the business division coliseum. Relationship advertising alludes to "all promoting exercises coordinated towards building up, creating, and keeping up fruitful social trades" (Morgan and Chase, 1994, p.22).

Fundamentally, relationship advertising are used and be well set up in establishment so it is polished to sustain the dependability of shoppers and improve their image devotion mindfulness, contingent upon different items by enlisting their own data with the organization by means of faithfulness card program.

Business nature blend these up with their advertising approach to hold client and henceforth well to acquire some peripheral benefit towards them, monetarily or socially. Consequently, the formation of dedication card program that is being utilized these days is conveyed all over spots which include business particulars, particularly in retail nature of business.

With urbanization process going quickly in Malaysia, individuals will soon understand the significance of cash sparing through different techniques. The utilization of unwaveringness card system is an effective project with regards to client maintenance and brand dedication. Client for the most part will search for option approaches to be watchful with respect to on their spending costs.

In this study which is the relationship between client duty and fulfilment on loyalty card program towards ASSAR representative, there would be variables which are recognized

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This study will examine whether the middle income employees will utilise the loyalty card program more and be more brand loyal, compared to the other two income level group or otherwise. Numerous organizations readopt a client centre and frequently through a formal system of client relationship administration (Uncles et al., 2003). In view of conventional advertising systems, most retail establishment or market will persistently expand mindfulness and draw in more clients.

Survey of accessible writing uncovers that few examinations have been made to enhance the comprehension of unwaveringness projects all in all and their viability on client maintenance and reliability specifically. In a study led in an accommodation store connection, Liu (2007) found that reliability program enrollment prompted an expansion in buy levels among light and direct purchasers and helped enhanced their dependability towards the store.

In an examination including Dutch family units Leenheer, van Heerde, Bijmolt and Smidts (2007), found that steadfastness programs participation affected clients offer of wallet with the disparaged supermarket in a little yet critical way. A blended impact of dependability project on client buy conduct towards taking an interest brands was accounted for by Sharp and Sharp (1997) in their investigation of clients or individuals from a vast scale dedication program.