



GAINING CUSTOMER LOYALTY TROUGH ONLINE SERVICES

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Table of contents	Page
Acknowledgment	iv
List of tables	v
List of figures	vii
List of definition of terms	ix
Abstract	x
Chapter 1.0: Introduction	
1.1 Background of the organization	1
1.2 Background of the study	1
1.3 Significance of the study	4
1.4 Limitations of the study	5
1.5 Definitions of terms	6
1.6 Theoretical framework	7
1.7. Problem Statement	8
1.1.8 Research Objectives	9
1.1.9 Scope of Study	9
1.1.10 Research Question	10
Chapter 2.0: Literature Review	11
Chapter 3.0: Research Methodology and Design	18
3.1 Introduction	18
3.2 Research Design	18
3.2.1 Primary Data Collection	20
3.2.2 Secondary Data Collection	20

Chapter 4.0: Research Findings and Analysis	
4.1 Research Findings	21
4.2 Research Analysis	47
Chapter 5.0: Conclusions and recommendations	
5.1 Conclusions	54
5.2 Recommendations	55
Chapter 6.0: Bibliography	58
Chapter 7.0: Appendices	61

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CHAPTER 1.0: INTRODUCTION

1.1 Introduction

1.1.1 Background of the organization – MyTravel Rent a Car & Tours Sdn Bhd

MyTravel Rent a Car and Tours Sdn Bhd was developed by Habib A. Faizal as the owner of the agent travel agency which still new to the rent car and travel agency business market. Mytravel Rent a Car & Tours Sdn Bhd was establish on March 2009, located at near Putatan area in Kota Kinabalu.

1.1.2 Background of Study

Large number of authors recognized that customer loyalty as one of the key topic in internet that deserve a great deal of attention, one of the most exciting and successful uses of this revolutionary technology may be the internet as important role in building customer loyalty and maximizing sales to existing customer (Griffin,1996). But lack of alternatives of the way the services or product delivered through online may result dissatisfaction. Good service providers increase the loyalty which contributes to profit, customer visit a website more frequently than newly acquired customer and can served at a reduced operating cost. Of course,