



UNIVERSITI TEKNOLOGI MARA

**“THE DETERMINANT THAT AFFECT BRAND LOYALTY OF POSTAL
SERVICE AMONG POS MALAYSIA’S CUSTOMER”**

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ABSTRACT

This research is conducted to determine the factors that influence brand loyalty of customers that use postal service and to find out the most influenced factor on this matter. The study was conducted by distributing 377 sets of questionnaires, which 100 of it were being distributed conveniently at a Pos Malaysia Kuala Lumpur and the balance 277 were answered by respondent using a medium known as google form. The distributions of questionnaires by-hand were done from 19th until 21st November and the time of distribution are starting from 10 am until 1 pm. Based on data findings, it shows that all of the independent variables; service quality, customer satisfaction and brand image have positive relationship towards brand loyalty. Besides that, the hypothesis that were developed at the beginning stage of research process; (H1) service quality has relationship with brand loyalty, (H2) customer satisfaction has relationship with brand loyalty and (H3) brand image has relationship with brand loyalty are supported as the results. The most influential factor of all the variables is brand image which describes the company's image from the perception of the customers.

Keywords : Brand loyalty, Service quality, Customer Satisfaction, Brand image

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