



**FACTOR THAT INFLUENCE BRAND LOYALTY OF GLOBAL COSMETIC BRAND
AMONG GENERATION Y**

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ABSTRACT

This study is intending to investigate the factor that influence brand loyalty of global cosmetic brand among generation Y. Four objectives have been determined in this study. First, to investigate the relationship between trust and brand loyalty of global cosmetic brand. Second is to determine the relationship between brand satisfaction and brand loyalty of global cosmetic brand. Next to identify the relationship between brand image and brand loyalty of global cosmetic brand. Lastly, to determine the predictor variable of brand loyalty of global cosmetic brand. Cross-sectional method has been used in this study and for the sampling technique, the researcher selects convenience sampling. Questionnaire were distributed to 150 respondents that consists of generation Y in Melaka area. To analyse the data, descriptive, correlation and regression analysis were used. From the correlation analysis conducted, the researcher found that there is significant positive relationship between all independent variables (trust, brand satisfaction and brand image) and dependent variable is brand loyalty of global cosmetic brand. Meanwhile, from regression analysis conducted, it was found that trust gave more influence to brand loyalty of global cosmetic brand. However, future research is recommended to increase number of variables in their study and increase sample size in order to obtain a better result.