THE IMPACT OF LOYALTY PROGRAM ON

CUSTOMER RETENTION TOWARDS HYPERMARKET

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ABSTRACT

In the current world, a business offering quality items and better administrations will undoubtedly have led over the others. Steadfastness programs are regularly viewed as worth sharing instruments and can improve shoppers' impression of what a firm brings to the table. Since the people are confronted with a wide scope of options it isn't certain whether the plan has helped both of the markets in guaranteeing that their client base is faithful.

This study looked at the effect of loyalty programs on customer retention by hypermarket in Kota Kinabalu. The particular targets were to build up the impact of point system on customer retention, to decide a noteworthy connection between a debit card and customer retention, to decide a critical connection between gift vouchers and customer retention, and to decide a huge connection among discount and customer retention.

A points-based rewards program is another strategy based on a retention program where customers earn points for every purchase. This strategy promotes customers to enroll in a simple points-based program that helps to generate two or three additional points of sale transaction frequency.

Studies have shown that shoppers influence by the point system that would bring them more likely to redeem their point in purchasing their goods and services at the preferred hypermarket in Kota Kinabalu. A gift voucher can stimulate the faithfulness life cycle, engaging first-or second-year customers to continue like an association's most profitable tenth-year customers. Gift vouchers are associated with obtaining repeat, so these sorts of projects are in any case called visit purchase programs.

Discounts are additionally convincing in inciting stock storing, and purchase speeding up, direct in brand trade, and new thing preliminary in a particular request. Discount is the simplest methodology to offer a prompt abatement in the sticker price with the offer named on the pack or motivation behind acquisition appear.

The study concludes that there is a positive significant relationship between point systems and customer retention. The findings also conclude that there is a positive significant relationship between gift voucher and customer retention. The study also concludes that there is no positive significant relationship between a debit card and customer retention. Finally, the study concludes that there is a positive significant relationship between discount and customer retention.

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