**FACTORS INFLUENCING BRAND LOYALTY TOWARDS SKINCARE PRODUCTS**

**AMONG EMPLOYEES**

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*"DECLARATION OF ORIGINAL WORK"*

*MOHAMMAD RUSYDI BIN ABDUL RAZAK*

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.

- This project paper is the result of my independent work and investigation, except where otherwise stated.

- All verbatim extract has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: *RusydiRazak*                                         Date: 12/07/2020

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# ABSTRACT

Skincare products have been widely use by all generations from time to time. It has become a progressive business which manage to gain a lot of attention through marketing research. Customers uses skincare product to boost up their confidence. The industry have a huge competitive environment due to high demand and lots of brand. Hence, the skincare industry makes it beneficial and relevant are to study brand loyalty in skincare products. In order for the management to gain sustainability among competitors in the market, brand loyalty has become one of the prime factor of consideration which is reliable for the management. The purpose of the research is to investigate the factors that influence brand loyalty towards skincare products among workers of FGV SSC Sdn Bhd. Through the research, the determinants of brand loyalty has been disclose through the relationship. The determinants are focusing on brand name, product quality, price and promotion. The objective of the research is to determine the most factor that influence brand loyalty towards skincare product among workers of FGV SSC Sdn Bhd. The data are collected by using questionnaires via google form through a descriptive survey research design. The questionnaire were given to 88 workers including interns and the sample use by the researcher is by using convenience sampling method. The data of the questionnaires are collected and analyze by using SPSS version 21. The first data that needed to be analyze by the researcher after the collection of data is reliability analysis. Furthermore, the researcher uses multiple regression analysis.

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