



**THE RELATIONSHIP OF BRAND IMAGE AND
SERVICE QUALITY ON STUDENT LOYALTY: A CASE
OF MY-K, KKTM SRI GADING**

**NURUL SYAFIKA BINTI MOHD NASIR
2015836536**

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT UNIVERSITI
TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours
(International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA KAMPUS
BANDARAYA MELAKA**

January 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”

I, _____, (I/C Number : 941019-01-6948)

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 extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF TRANSMITTAL

The Head of Program

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management,

Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

75300, Melaka.

SUBMISSION OF PROJECT PAPER (IBM672)

Dear Madam,

With reference to the subject matter, I hereby submit this project titled “The Relationship of Brand Image and Service Quality on Student Loyalty: A Case of My-K, KKTM Sri Gading” as to fulfil the partial requirement as needed by the Faculty of Business Management Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

.....

NURUL SYAFIKA BINTI MOHD NASIR

(941019-01-6948)

BBA (HONS) INTERNATIONAL BUSINESS

ABSTRACT

The study is to examine the relationship of brand image and service quality towards student loyalty in purchasing at in-campus mart at university which is My-K Kolej Kemahiran Tinggi Mara (KKTM) Sri Gading located at Batu Pahat, Johor. To perform this objective, the research has extracted three variables. A questionnaire with Likert type questions was used to collect the data. The samples of this study are the students Semester 1 until Semester 5 from all the courses in KKTM Sri Gading. The sampling technique used is proportionate stratified random sampling. The data then was analysed by using Statistical Package for the Social Sciences (SPSS). The finding of this research shows that the brand image (in-campus mart) and service quality plays an important role to the student loyalty as the students are their customer in their business. The study indicates that there is positive relationship between the two independent variables; brand image and service quality and student loyalty as the dependent variable.