

**RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND
LOYALTY TOWARDS ASNB SERVICES IN KUALA LUMPUR**

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**FACULTY OF BUSINESS MANAGEMENT
UiTM MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

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Hereby declare that,

- This work has not previously been accepted in substance for any degree, locally, 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

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LETTER OF SUBMISSION

28 April 2006

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND LOYALTY TOWARDS ASNB SERVICES IN KUALA LUMPUR" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely



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TABLE OF CONTENTS	PAGE
Acknowledgements	iv
List of Tables	v
List of Figures	vi
Abstract	vii
 CHAPTERS	
1. INTRODUCTION	
1.1 Background of Company	1
1.2 Background of Study	2
1.3 Problem Statement	4
1.4 Research Objectives	5
1.5 Research Questions	6
1.6 Theoretical Framework	6
1.5.1 Introduction	6
1.5.2 The Model of Theoretical Framework	8
1.7 Significance of Study	8
1.8 Limitations of Study	9
1.9 Scope of Study	11
1.10 Definition of Terms	11
 2. LITERATURE REVIEW	
2.1 Customer Satisfaction	13
2.1.1 Cognitive and Affective	15
2.1.2 Services and Service Products	18
2.1.3 People	20
2.1.4 Physical Evidence	21
2.1.5 Process	24
2.2 Customer loyalty	26
2.2.1 Repurchase Intention	27
2.2.2 Recommend to Others	29
2.3 Relationship between Satisfaction and Loyalty	30
 3. RESEARCH METHODOLOGY AND DESIGN	
3.1 Research Design	33
3.2 Sampling Design	33
3.2.1 Population	33
3.2.2 Target Population	33
3.2.3 Sampling Method	33
3.2.4 Sampling Technique	34
3.2.5 Sample Size	34
3.3 Data Collection	34
3.4 Questionnaires	35
3.4.1 Questionnaire Design	35
3.4.2 Pre-testing of Questionnaire	37
3.5 Procedure for Analysis of Data	37

ABSTRACT

Nowadays, unit trust is one of the investments involving the consumers. There are so many competitors in the industry especially from the bank institutions. In this regard, ASNB has a crucial and challenging task in monitoring as well as measuring customer satisfaction and loyalty towards its services performance. Therefore, the objectives of this study are to ascertain the investors' level of satisfaction and loyalty towards ASNB services and to determine the relationship between the two variables. The researcher has used the cognitive (perception) and affective (feeling) components to measure the investors' level of satisfaction. There are four service marketing variables (services and service product, people, physical evidence and process) under the cognitive component. Besides, two attributes that measured loyalty are repurchasing intention and recommending to others.

Furthermore, the population for this research is the investors of ASNB unit trust which comprises 5, 536, 937 people. The target population is Malaysian people that do any transactions at the main counter of ASNB in Kuala Lumpur from 6th March 2006- 15th March 2006. The sample size of this study is 100 respondents. The study involves descriptive research in order to describe the characteristics of variables chosen. Moreover, the non-probability sampling has been chosen by the researcher to conduct this study. The statistical techniques that used to analyze the data are reliability test, frequency distribution and Pearson correlation coefficient. From the findings, it can be concluded that most of the investors are satisfied, happy and loyal towards ASNB services. Therefore, it is clearly seen that satisfaction has a direct relationship with loyalty.