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**“FACTORS THAT INFLUENCE BRAND LOYALTY
TOWARDS BRAND OF SMARTPHONE AMONG
GENERATION Y ”**

BY

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“DECLARATION OF ORIGINAL WORK”

I, Syazwani Binti Mohd Salim (I/C Number: 970806125898)

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 information have been specifically acknowledged.

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LETTER OF SUBMISSION

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
Melaka

Dear Madam,
SUBMISSION OF PROJECT PAPER

Attached is the project paper titled ***“FACTORS THAT INFLUENCE BRAND LOYALTY TOWARDS BRAND OF SMARTPHONE AMONG GENERATION Y”*** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely,

.....

SYAZWANI BINTI MOHD SALIM

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Bachelor of Business Administration (Hons) International Business

ABSTRACT

This research is about study of factor that would influence the brand loyalty towards brand of smartphone among Generation Y. These includes four independent variables which are brand image, trust, customer satisfaction and promotion that influence the brand loyalty towards the selection brand of smartphone among Generation Y.

The survey were conducted at Malacca, Selangor and Sabah. The sample size for this research is 152 respondents. The data collected using questionnaire that distributed at 3 selected area in Malacca, Selangor and Sabah. The researcher will distribute the questionnaire to all respondent who are categorized as Generation Y that are willing to answer the questions. Data are analyzed using reliability test, frequency analysis, descriptive analysis and multiple regression analysis through SPSS Version 24 program

The result show the most influence factors of brand loyalty, the relationship between brand loyalty and brand image, trust, customer satisfaction and promotion and the researcher has gave some recommendations for future researcher to identify the other factor of brand loyalty.

TABLE OF CONTENT

CONTENT

Acknowledgement	i
Abstract	ii
Table Of Content	iii-iv
List Of Tables & Figures	v

CHAPTER 1

INTRODUCTION TO BUSINESS RESEARCH

1.1	Introduction	1
1.2	Background Of Study	1-2
1.3	Problem Statement.....	3-4
1.4	Research Questions.....	4
1.5	Research Objectives	4-5
1.6	Scope Of Study	5-6
1.7	Significance Of Research	6-7

CHAPTER 2

LITERATURE REVIEW

2.1	Introduction	8-9
2.2	Brand Loyalty	9-11
2.3	Brand Image	11-12
2.4	Trust.....	13-14
2.5	Customer Satisfaction.....	14-15
2.6	Promotion	16-17
2.7	Theoretical Framework.....	17
2.8	Hyphotheses.....	18

CHAPTER 3

RESEARCH METHODOLOGY

3.1	Introduction	19
3.2	Research Design	19-20
3.3	Population And Sampling.....	20
3.3.1	Sample Frame	20
3.3.2	Sample Size.....	21
3.3.3	Technique of Sampling	21
3.4	Measurement And Organization Of Questionnaire	21
3.4.1	Section A: Demographic Profile	22