



**THE EFFECTS OF BRAND EXPERIENCE, TRUST AND SATISFACTION
ON BUILDING BRAND LOYALTY – AN EMPHASIS STUDY OF
COSMETIC BRANDS IN KLANG VALLEY**

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JULY 2016

DECLARATION OF ORIGINAL WORK



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

I, Nur Syafiqah Aqilah binti Mohamad Hasim, (I/C Number:)
and I, Saidatul Karimah binti Zakaria, (I/C Number:)

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.

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BINTI MOHAMAD HASIM)

Date : _____

Signature : _____
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ZAKARIA)

Date : _____

LETTER OF TRANSMITTAL

July 2016

Head of Program
Bachelor of Business Administration (Hons) Marketing
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Universiti Teknologi MARA
Kampus Bandaraya Melaka

Dear Madam,

SUMBISSION OF PROJECT PAPER (MKT 662)

With reference to the above matter, we are students of BBA (HONS) Marketing would like to hand in our project paper entitled to “The Effects of Brand Experience, Trust and Satisfaction on Building Brand Loyalty: An Emphasis Study on Cosmetic Brands in Klang Valley” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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(BBA HONS Marketing)

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ABSTRACT

The purpose of this research was to determine the relationship between brand experience, satisfaction, trust and brand loyalty towards cosmetic brands in Klang Valley. There were four main objectives in this research: 1) to determine whether brand experience has significant relationship with brand loyalty, 2) to determine whether trust has significant relationship with brand loyalty, 3) to determine whether satisfaction has significant relationship with brand loyalty and 4) to determine the variable that has most significant relationship with brand loyalty.

The quantitative research approach was employed in this study as a research design. The study samples 258 female consumers of cosmetic brands in Klang Valley as the case study. Data analysis for this study was conducted using SPSS (Statistical Package for the Social Sciences) software. The analysis used descriptive statistics such as mean, frequency, percentage and standard deviation, as well as correlation analysis and regression analysis to facilitate meaningful analysis. The findings indicated that there were significant relationships between brand experience, trust, satisfaction and brand loyalty.

Keyword: Brand Experience; Trust; Satisfaction; Brand Loyalty; Cosmetic Brands; Malaysia; Klang Valley