

**ANTECEDENT OF CUSTOMER LOYALTY AMONG CELCOM USER**

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**Submitted Partial Fulfilment Of The  
Requirement For The  
Bachelor of Business Administration (Hons)  
International Business**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA CITY CAMPUS**

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## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS)

INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

### **"DECLARATION OF ORIGINAL WORK"**

I, SYAZA BT NOOR AZIZI, (I/C Number: 920120-14-5098)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or oversea, and is not being concurrently submitted for this degree or any other degree
- This project-paper is the result of our 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

9<sup>th</sup> January 2015

The Head of Program,  
Bachelor of Business Administration  
(Hons) in International Business,  
Faculty of Business Management,  
Universiti Teknologi Mara,  
Kampus Bandaraya Melaka  
75300, Melaka.

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title “**ANTECEDENT OF CUSTOMER LOYALTY AMONG CELCOM USER**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara, Kampus Bandaraya Melaka. Thank you.

Yours sincerely,

.....

Syaza Binti Noor Azizi

(2011748081)

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## **ABSTRACT**

The study purpose is to identify the Antecedent of Customer Loyalty among Celcom User. 160 respondents were chosen from customer who came in to the Blue Cube for customer service activity. The findings shows that only two independent variables (trust and perceived service quality) have significantly relationship towards dependent variable; customer loyalty, remaining two variables (corporate image and switching cost) were found as not significant among Celcom user. Based on the results, the researcher found that perceived service quality have most relationship towards customer loyalty among Celcom user. The researcher suggests that Celcom should provide more loyalty program for customers. Besides that, improve the way to market the product and service will attract customer to join using Celcom. As for future researcher, the researcher suggest to increase the number of sample size, choose different service industry, use qualitative methods and to use other variables to relate with the customer loyalty.